

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

CXLV, No. 1

NEW YORK, OCTOBER 4, 1928

10c A COPY



B. A. I. S. 1924 with N. W. Ayer & Son

*Table settings by*



## Fostoria

As if by magic,  
American  
breakfast tables,  
luncheon tables, dinner tables  
have been transformed. They  
glitter, they sparkle, they shine  
with the jewel-colored lights of  
glass.

Fashion and the modern trend  
to color helped create this com-  
plete acceptance of glassware. But it was the introduction  
of glass dinnerware service by The Fostoria Glass Com-  
pany that made glassware the mode.

The vogue for glass is no surprise to us. We have been  
consistently furthering it. In Fostoria advertising we have  
created charming table settings of glassware—single  
places at table correctly and beautifully appointed and set  
with Fostoria—for various meals. We have also helped  
to create the glass itself by planning new designs with new  
sales possibilities.

Advertisers, more and more, are asking the assistance  
of Advertising Headquarters in the designing of merchan-  
dise. For they appreciate that we are concerned in antici-  
pating styles, and that harmony, in line with the trend of  
the times, is a valuable sales assistance.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





FEDERAL BELIEVES THAT

AN INTERRUPTING IDEA IS THE ESSENTIAL  
BASIS OF A GOOD ADVERTISEMENT; AND

THAT THE ART OF THE ADVERTISEMENT IS  
ONLY AS GOOD AS ITS EXPRESSION OF THE  
IDEA. FEDERAL ADVERTISING AGENCY, INC.

SIX EAST THIRTY-NINTH STREET, NEW YORK



103

17

# PRINTERS' INK

Revised 7/1/2010

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

Vol. CXLV

NEW YORK, OCTOBER 4, 1928

No. 1

# Less Time for Secrets and More for Advertising

Time Spent Guarding Business Secrets Could Be Better Invested in the Formulation of Selling and Advertising Plans—Science, Trade Publications and Advertising Are Helping to Hasten the "Glass Pocket" Business Era

By James H. Collins

"THE time will come when American business will be done with glass pockets," is a saying credited to the elder Pierpont Morgan—though it does not sound much like him.

When good fellows get together, in business assemblies, they like to assure one another that business has no more secrets.

The visiting foreigner tells us that he has been impressed most by the frankness of American business men—he has been welcomed everywhere, shown everything, urged to ask questions.

We like stories such as the one about the American admiral who said, when a foreign naval delegation visited the navy yard, "Show them everything—they'll only remember half they see, understand half they remember, copy only half they understand, and by the time they build it in their ships, it will be obsolete."

Such stories are sure fire with editors, who like to picture us one big trustful family.

Even among business men, glass pockets are popular—for the other fellow. However, the pockets are often made of old-fashioned cloudy wire-glass. In this belief that business is frank and open, there is considerable sauce of the apple.

Business still has plenty of secrets. Bigger and better secrets than the little confidential matters men hid in the days when it might be an advantage to conceal circulation or profit margins, or hair tonic recipes.

What is the secret of a successful business secret? Let us look into a few, and see if we can discover a principle to the thing.

Some years ago I called upon a manufacturer who figure in his field, an interview as the tonality article.

had become a figure in his field, and asked for an interview as the basis of a personality article.

"Why should I tell you what it has cost me a great deal of time and money to learn?" he objected.

"People are interested in you," I countered, with the arguments of

the reporter. "You have experience useful to others."

"I am not running a school for others!" said this fine crusty executive of the last generation. "If people want to learn, let them make mistakes, as I did."

That was his story, and he stuck to it.

Not long after, a little company that he did not even regard as a competitor sprung a wholly new idea in his industry. It was the result of research off his beaten path, and caused great loss before he could swing around in the new direction. Such secrets as he had were chiefly tricky methods of dealing with competitors. He may have been ashamed of them. An inquiring reporter could easily run down all there was to know by talking with a few salesmen for other concerns. It happened that a few weeks later I found a cousin who was meeting his competition, and successfully. He dished the dirt, which was useless for the kind of article I wanted. Editorial interest in this gentleman was entirely in the rectitude and perseverance that had made him what he was.

He was a wise old owl, sitting on a white china door knob, and many of the secrets a reporter finds in business are of that kind.

In the wide open spaces of the West, where industry now begins to develop, the inquiring reporter is told, quite often, "We don't talk about our methods for publication—it might invite competition from the East."

#### HUNTING FOR A NON-EXISTENT SECRET

I know, at the moment, that at least four local concerns are looking for the "secret" of a nationally distributed household article, for the purpose of putting something of the same nature on the market. The prime point in the Eastern article is that it keeps. Three of these concerns are already selling an article which will keep for several weeks, and they avoid spoilage by closely watching sales. The fourth has not begun manufacturing, but is still prospecting for the "secret." A chemist tells

me that there is no secret. They are all hunting a magic formula, while the nationally sold article is made by a carefully standardized and controlled process. A chemist could furnish a good product for a moderate fee. But nobody could furnish a substitute for the advertising and sales work that have given this product its popularity.

There is a strong and constant market for "secret formulas" among business men who are hard-headed enough in their own lines, but not familiar with manufacturing. Lawyers, doctors, realtors—yes, and bankers, too—have almost a movie imagination in backing mysterious discoveries.

During the war, a long-whiskered gentleman with a strong German accent turned up in a Pacific Coast town, far from Eastern centers where American chemists were working on dyes to replace the supplies cut off from Germany. He had a very scientific appearance—more than any scientist. He was domineering, and very easily insulted. He claimed to have discovered, or stolen, the process for making a much-needed dye, and allowed prospective backers to see him produce small quantities of this dye in the laboratory. When tested the product proved to be as good as the imported dye. In a little while the lawyers, bankers and merchants of that town had formed a corporation, built the *Herr Doktor* a plant full of expensive apparatus, and occasionally he produced a small quantity of the precious dye. His own claims for scientific genius were taken so seriously that before long the backers were voting that the *Doktor* make this other German chemical and that other one. Maybe it was overwork that caused a breakdown. At any rate, when the *Doktor* fell ill, the backers, who had heavily insured his life, saw that he was tenderly nursed in the best hospital in town—they didn't want to lose their valuable scientist. Luckily, he recovered and lived to disappear about the time that American chemists, in mass attack, had duplicated the German dye. His special laboratory, fitted up

# Dr. Cadman Gets National Radio Pulpit

Church Council Head Will  
Quit Brooklyn Pastorate  
for One on Air Extending  
From Florida to Alaska

To Be Broadcast on  
40-Station Hook-Up

Jews, Catholics, Protes-  
tants Aid Non-Sectarian  
Minister; Salary \$25,000

— Parkes Cadman, presi-  
dent of Council of Churches

AGAIN the growing importance of religion in the social life of America is recognized. The National Broadcasting Company is putting Dr. Cadman's services "on the air" through more stations than any regular feature has ever enjoyed.



Dr. Cadman contributes an article every week to Christian Herald and during the coming year will take a more prominent place than ever in the editorial structure of the magazine.

# The Christian Herald

at heavy cost, was sold for old metal.

The editor of "Who's Who in America" was taken to task lately because his fat red book is so full of writers, artists, scientists, teachers and political figures, but shy on biographies of business men. He was accused of partiality, but said that the fault was not his own. Hundreds of business men are asked for information about themselves, and many return the inquiry blank with the comment, "Not interested—do not see what there would be in this for me at this time."

That has been the attitude of many industries, in the past, when invited to tell the public about themselves. They did not see what there would be in it for them at that time. And there still are industries that do not know what there would be in it for them at this time—now.

The petroleum industry at the present time is fretful because the public will not understand its difficulties. It has over-production. The fool public assumes that this means waste of valuable resources. There is talk of enforcing a decrease of production by law. Public sentiment inclines that way. The petroleum men would like to explain that there is plenty of oil for future generations, that the present over-production is temporary, that it has voluntarily taken steps to cut down production, that it is, on the whole, a pretty fair industry, and deserving of confidence.

But no, the very word "oil" has a sinister significance.

Can this be the result of secrecy in the past?

It can, and it is. The petroleum industry, and especially the refining branch, has long been noted for its "Hush, hush!"

The oil industry has been conducted with great secrecy. When you get inside the barbed wire fence surrounding an oil refining plant you generally find it a lone unit, running with equipment and methods for which those in control of operations seek credit. The manufacturer of equipment for

such customers is handicapped by the spirit of secrecy. A great deal of equipment is designed by those in control, without sufficient scientific knowledge. The oil industry has an accident record that invites criticism. And when the public has occasion to wonder about a business conducted in such spirit—it suspects. The story is all too familiar. Other industries have the same spirit and it is reflected not only in a bad public opinion, but a backwardness in production. The majority of American industries have worked through this phase.

Soap is one of the oldest industries in the world—samples of soap have been found in the ruins of Pompeii, made just about as today, from fat and alkali. Yet the soap industry has been full of confidential dope and magic formulas, wasting millions of dollars on little trouble-shooting investigations behind barbed wire entanglements, when one good broad research job would probably settle all the mysterious troubles.

The rubber industry is one of the world's newest industries, with no bad inheritance in that line. Yet it, too, has been dead secret in technical matters, and is only now yielding to a general research spirit.

#### PUTTING THE SCIENTIST TO WORK

More than once I have seen the scientific mind brought into such an industry and the general problem of producing a superior article put before scientists, with an endowment. Disregarding all that had been done and was being kept secret, the scientists went to work at the bottom, asking, "What is a cake of soap?" "What is an auto tire?" "What is a safety match?" And they have emerged with something entirely new, putting the secret products at a disadvantage.

In my opinion, some kinds of secrecy are necessary.

So long as business has ramifications in politics, or the reverse, there must be things about which to talk as little as possible.

Some years ago, an inquiry was  
(Continued on page 195)



## Danny Deever's hanging this morning!

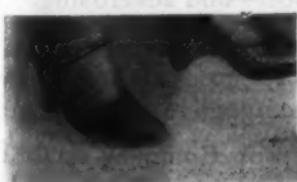
His "execution" is deft and skilful. Mother stands by to admire the effect. Danny's hanging—draperies!

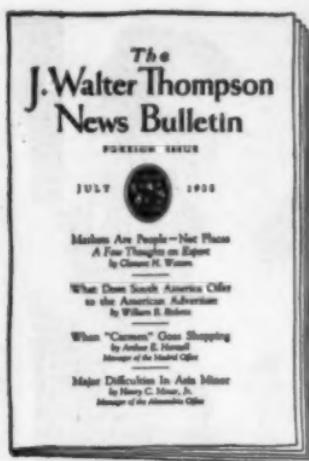
We don't say Danny is a polished hand at interior decorating—unless you put *eating* in that category. But he does know which side the ruffle goes on . . . and what's more, he knows the effect will make his room a more pleasant place to live in. The interest he takes in his home involves a knowledge of things one doesn't ordinarily associate with boys. You can bet his mother consulted him about the color and design of these curtains. He knew what he wanted for that cozy little den, and he likes to make suggestions for the other rooms too.

It will pay you to realize that boys have a buying capacity, and an influence on their families' buying habits, amounting to millions of dollars. Their knowledge is up-to-the-minute—cars, radios, wearing apparel, home improvements, labor-saving devices (oh, my yes!) . . . and they know advertised names as well as their elders.

500,000 of them read **THE AMERICAN BOY**. 80% are of high-school age. Tell them about your product, and start half a million of these young dynamos working on their families for you. Advertise to the "men-in-everything-but-years" in their favorite magazine—**THE AMERICAN BOY**. December forms close October 10th.

**The American Boy**  
Detroit Michigan





*The July Issue of the J. Walter Thompson News Bulletin Is Dedicated Exclusively to Various Phases of Export.*

*Copies of This Issue Will Be Sent, on Request, to Manufacturers or Distributors Interested in Export Markets.*

# American Manufacturers Show Steady Growth

*90% of Export Increases in First Quarter of 1928 Were in Wholly or Partly Manufactured Goods*

*Trend of American Business Abroad Definitely Toward Branded Products . . .*

**T**HE INVASION of the American manufacturer is winning increased acceptance all over the world. American grocery products, toilet articles and goods of all kinds are following the trail blazed by American farm machinery, office equipment and automobiles.

A factor of increasing importance in selling goods abroad is the intelligent and effective coordination of market surveys, sales organization, sales effort—and advertising.

The successful exporter more and more is applying the same fundamental selling policies to win a world-wide market that he does in the highly competitive domestic market.

In 1919, the J. Walter Thompson Company established



J. Walter  
in Is Do-  
Various  
Will Be  
Manu-  
interested

## Within Foreign Markets . . .

of 1921 in office in London. In the nine years since, this Company Good has been a pioneer in applying American advertising practice in foreign countries.

Today there are nine J. Walter Thompson Company offices broad, offering to American manufacturers the same character of facilities for market surveys and merchandising assistance—as well as for the planning, creating and placing of advertising—which it affords in the United States.

A special issue of this Company's News Bulletin deals with the export situation. Copies will be sent on request to manufacturers or distributors interested in the possibilities of developing markets for their products abroad.

### J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE, NEW YORK

CHICAGO BOSTON SAN FRANCISCO CINCINNATI LONDON PARIS  
BERLIN STOCKHOLM COPENHAGEN MADRID ANTWERP ALEXANDRIA  
PORT ELIZABETH

# Stable Prices Make Co-operative Advertising More Effective

Pink Salmon Industry Has Become Profitable for Packers, Brokers and Distributors Because Price Speculation Has Been Eliminated

**A**N intelligent use of advertising and the ability to turn disorderly distribution practices into orderly practices have transformed the pink salmon industry from a nonentity—so far as profits go—into an industry that is making profits for those who have invested money and labor in it.

All of this didn't happen overnight. For some years packers and brokers of pink salmon have been trying to find a way to put their industry on a profitable basis. Their most worrisome problem was a huge carryover of stock from year to year. These carryover stocks ate up profits. Brokers and packers, in a desperate attempt to eliminate or reduce their own individual carryover, continually resorted to price-shaving. Curbstone brokers who speculated on price grew and increased in numbers because of this condition.

Early in 1926 in an effort to reduce the stock carryover of 1925, packers and brokers banded together and financed a co-operative advertising campaign which went out to win consumer good-will for pink salmon. It was believed that the public discriminated against pink salmon in favor of red salmon because the color of the latter was more attractive to its eyes. It was also believed that the lower retail price of pink salmon, as compared with that of red salmon, created sales resistance for the pink variety.

The industry's advertising, while not openly challenging these two points, met them in such a way that it effectively decreased the industry's 1925 and 1926 carryovers. Naturally the industry continued as a very willing user of advertising.

In becoming an advertiser when it did, the industry was more fortunate than it knew at the time. It so happened that in 1927 there was a shortage in the run of Alaska

pink salmon. The size of the shortage can be gauged from the fact that production measured in terms of cases (with forty-eight cans to a case) dropped from 3,338,349 in 1926 to 1,420,775 in 1927. This shortage in the 1927 Alaska run cleaned out the stocks of packers and brokers. It also increased the sale of Pacific coast pink salmon. Pink salmon taken from the waters of the Northern Pacific coast jumped from 2,608 cases to 586,598 cases.

With their stocks cleaned out because of the shortage of the 1927 run, the packers and brokers had time to think about the condition of their industry. It had been plainly demonstrated that it was possible for them to ask for a profit-making price for their product and to adhere to that price. The year 1927 made them believe they didn't need the curbstone broker and speculator in their business.

Offhand, it would be said that in arriving at this opinion the industry was jumping at conclusions because it was basing them on a highly favorable condition. The production in 1927 was small, as has been explained, insofar as Alaska pink salmon was concerned. However, when the great increase in Pacific coast pink salmon production of that year is considered at the same time, as it must be considered, 1927 was not abnormal.

In any event, the industry's record for 1928 has more than confirmed its opinion of 1927 that it would be better off if it paid no attention to price speculators who took advantage of the industry's constant fear of carryover stocks. Here is what happened:

Production in 1928 increased to 2,680,000 cases. The new year for the salmon industry starts on July 1. Today the industry has sold over 80 per cent of its 1928 production. That record, however, is



## *From Log of "Good News"*

*The Des Moines Register and Tribune*  
five passenger cabin monoplane

- Aug. 21. Des Moines to Waterloo and Cedar Rapids and return with reporters and photographers who covered Hoover visit in Iowa.
- Aug. 22. To Iowa City and return twice during day. J. N. "Ding" cartoonist, photographers and reporters covered Hoover visit to West Branch. Papers with stories and pictures carried to Iowa City by plane same day.
- Sept. 7. Carried Governor Hammill to Fort Madison. Reporter and photographer returned same day. Flying time, 3 hours, 35 minutes.
- Sept. 13. Took three automobile distributors to Chicago. Time, 4 hours.
- Sept. 14. Brought four agency executives from Chicago to see Des Moines, view Iowa crops and visit with advertising department heads of Register and Tribune. Ran into rain.
- Sept. 18. Two trips to Omaha and return with photographer and reporter to cover Al Smith stay there. Plane made it possible for Register and Tribune to carry pictures and news same day.
- Sept. 19. Des Moines to Spencer, Iowa, with farm editor, reporter and photographer to cover Clay County Fair and speech of Senator Curtis. Pictures and news rushed back same day.

*"The newspaper Iowa depends upon"*

***The Des Moines Register and Tribune***

**225,000 Daily Circulation**

only half of the story. It has greatly increased its price per case. In 1927 the price per case was \$1.35. In 1928, at the opening of the season, the price was \$1.50 a case. That figure was quickly increased to \$1.65 a case. Today it stands at \$1.75 a case. In the fact that in less than three months it has been able to sell 80 per cent of its 1928 total production at prices considerably higher than those which prevailed a year ago lies more than ample confirmation of the opinion at which it arrived in 1927, namely, that it did not need the services of the speculator.

The events of 1928 have convinced the industry more than ever that it must be an advertiser. The requisites for a profit from its efforts as it now sees them are: Stable prices for its product—stable all along the line—and the cultivation of a consumer market for its product. Bargain prices, it has learned, have no place in the industry. They do not stimulate consumption and they throw the entire distribution system into disorder.

#### Mrs. L. Miller, Space Buyer, Rankin Agency

Mrs. Lillian Miller has been appointed space buyer for the New York office of the Wm. H. Rankin Company. She has been with the New York office of this organization for the past eight years in the space department.

#### George Sweitzer Joins Young & Rubicam

George Sweitzer, formerly with the art department of Erwin, Wasey & Company, at Chicago, has been appointed an art director of Young & Rubicam, Inc., New York advertising agency.

#### J. U. Cargill, Butterick East- ern Advertising Manager

Julian U. Cargill has been appointed Eastern advertising manager of the Butterick Publishing Company, New York. He has been with the Butterick organization for eight years.

#### With "Liberty"

Theodore Malcolm has joined the research department of *Liberty*, New York. He was, at one time, with Rickard and Company, also of New York.

#### Meredith Publications Advance E. F. Corbin

E. F. Corbin, circulation director of the Meredith Publications, Des Moines, Iowa, has been appointed director of promotion and sales, a newly created office. He had been associated with the late E. T. Meredith for twenty-one years, during sixteen of which he has been with the Meredith Publications.

Hadar Ortman, for three years vice-president of the Thompson & Lichtner Company, Boston, has been appointed director of operation and finance. While with Thompson & Lichtner he has been located at Des Moines as Western sales manager for the Western territory.

M. A. Hunnicut, circulation manager of *Successful Farming*, will continue in that position also becoming staff assistant to Mr. Corbin. Lawrence E. Smith, head of the personnel and production department, will become staff assistant to Mr. Ortman.

#### James C. Dayton Starts Own Business as Consultant

James C. Dayton has opened an office at New York where he will engage in business for himself as a consultant. He will serve a number of clients in a confidential capacity, giving them the benefit of his long experience in newspaper publishing, advertising, merchandising and business generally.

This new activity is one that Mr. Dayton has had under contemplation for some time and follows through the announcement of his plans which he made when he relinquished his position as publisher of the *New York Evening Journal* last February. He had been associated with the Hearst organization for twenty-eight years, during the last fifteen of which he was publisher of the *Evening Journal*.

Since leaving the *Evening Journal*, Mr. Dayton has devoted the ensuing months to rest and travel.

#### Gates Ferguson Joins Interna- tional Telephone

Gates Ferguson, recently advertising director of the B. F. Goodrich Rubber Company, Akron, Ohio, has been made manager of the advertising division of the information department of the International Telephone and Telegraph Corporation, New York. He was at one time executive manager of Printed Salesmanship, Inc., and, later, was with the Blanchard Company, New York.

#### Pabst Account to Olson and Enzinger

The Pabst Corporation, Milwaukee, manufacturer of Pabst-ett and Pabst malt syrup, beverages and cheese products, has appointed Olson and Enzinger, Inc., Milwaukee advertising agency, to direct its advertising account. Magazines, business papers and newspapers will be used.

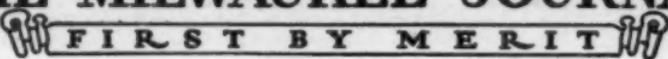
Thorough Trading Area Coverage Through One Newspaper!

# More Readers Plus More Reader Interest!

**C**IRCULATION figures in themselves explain Milwaukee Journal selling leadership in the Greater Milwaukee market—but advertisers find further proof of merchandising effectiveness in the 100% reader interest circulation delivered by this newspaper.

Premiums and other circulation hypodermics are never resorted to. Clean, high quality features and public-spirited news service alone have won readers for The Milwaukee Journal among more than four out of every five Greater Milwaukee families and in the better class homes throughout Wisconsin.

Increase your sales in this rich market through complete, responsive Journal coverage at one low advertising cost!

**THE MILWAUKEE JOURNAL**  

**FIRST BY MERIT**

The Most Influential Selling Power in Greater Milwaukee!

# Are Readers "SOLD"?

PHOTOGRAPHIC SECTION THE CHICAGO DAILY NEWS PHOTOGRAPHIC SECTION  
ONE YEAR—254,000 COPIES SATURDAY, SEPTEMBER 26, 1926 A PART OF THE CHICAGO DAILY NEWS

Beauty, as embodied in the Saturday Photogravure Section of The Chicago Daily News, increased the average daily circulation of the paper 25,000 in the first year of the Section's publication—and today it maintains the Saturday circulation among the highest days of the week.

The inference—that this Photogravure beauty will sell good, just as it sells a newspaper—plain. It is well substantiated, too . . .

*Chicago local advertisers, pec  
who are close to Chicago, their*

THE CHICAGO DAILY NEWS  
Chicago's Household Paper

# LDn Photogravure?

THE CHICAGO DAILY NEWS SATURDAY, SEPTEMBER 29, 1928.

*John W. Smyth Company*  
Chicago East Halsted  
CARRIERS - RETAILERS - IMPORTERS

in the newspaper readers, place  
more than THREE TIMES  
as much advertising in  
The Daily News Photogravure  
Section as in the  
other Chicago gravure  
medium.

beauty of reproduction enables  
these advertisers to present their  
merchandise with its natural  
good appeal. The selling power  
of The Daily News, and the  
special interest of the Photogravure  
Section assures them, as  
does all advertisers, an  
especially satisfactory return for  
their Photogravure investment.



**CHICAGO DAILY NEWS**  
The Daily News  
's Newspaper

# Think of this!

**H**ere's Oklahoma City, wealthy distributing center of a region of vast and varied resources. Travel in any direction from Oklahoma City, and you'll not reach another metropolis for nearly 135 miles. At the 68-mile mark, about half-way out, you'll encounter the Tulsa influence, or the Wichita influence, or the Dallas influence, as the case may be.

Within the 68-mile radius you find the Oklahoma City influence. Here the people think as Oklahoma City people do. They trade in Oklahoma City—it is their market.

Throughout this big circle, the Oklahoma City Trade Area, the influence of Oklahoma City and the influence of the Oklahoman and Times have developed one of the most compact markets in the United States—easy to travel, to sell to, to ship to.

Remember that in Oklahoma City more than nine out of every ten families read the Oklahoman or Times, and that in the thirty-two towns of 1000 or more population in the Trade Area more than six out of every ten read the Oklahoman or Times.

You cover OKLAHOMA CITY PLUS with advertising in the Oklahoman and Times. You cover Oklahoma City's entire 68-mile market.

## *The* DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*Thoroughly and alone  
cover the Oklahoma  
City Market*



E. KATZ SPECIAL  
ADVERTISING AGENCY  
New York - Chicago - Detroit  
, Kansas City - Atlanta  
, San Francisco

**The OKLAHOMA PUBLISHING COMPANY**  
also publisher of  
**The OKLAHOMA FARMER-STOCKMAN**

# Turning Competitors into Customers

Perhaps It Would Be Profitable for You to Use Your Competitor as a Source of Supply or Vice Versa

By A. H. Deute

NOT much more than five years ago I tried to get a wholesale grocer to let another wholesale grocer in his city join with him in the purchase of pool cars of a given product. He refused. In spite of the fact that he could barely manage to buy minimum cars and would have been much better off could he have bought in smaller lots, he strained his resources to handle straight cars.

Here was his reasoning: His competitor was smaller. He could not afford to buy straight cars. He had to get into pool cars with his larger neighbor or else he had to buy in less than carload quantities and pay a higher price. Thus, it was possible for the larger wholesaler to force a price differential in his favor against his competitor—not a large differential but still large enough to aggravate his competitor. Even though doing this tied up his capital for an undue period of time and actually did him no real financial good, he stuck to this program for years because that was his attitude toward his competitor. His competitor was his enemy—a man to be handicapped and damaged in every way possible.

During this period of five years, many changes have taken place and one of them is this man's changed attitude toward his competitor. The last time I saw him he was in the act of calling on that same competitor and asking him to send out twenty cases of a certain imported Norwegian sardine.

"How come?" I asked him. "You and your competitor must have agreed upon a truce."

The jobber grinned. "Well," he replied, "I've learned quite a bit during the last few years. Competition teaches us many things and not the least is that we had better concern ourselves with run-

ning our own business at a profit rather than bothering about cutting in on our competitors. I use a certain amount of those Norwegian sardines. This house I am getting them from has specialized for years on the Scandinavian trade in this territory. It imports a number of Scandinavian products. It gets a fine price because of the quantity it takes. It lets me use what I need and allows me its full discount, less 5 per cent for handling expense. So I do not have to tie up any considerable amount of money and still make a nice profit on all I sell."

"Of course, I reciprocate," he went on. "I'm buying straight cars of Oregon prunes and getting a good price. I let them pick up what prunes they need. It beats pool car buying. I can generally get a better price on a straight car basis than the two of us could get if we had to wait for a man to come in here and round us up and make up a pool car. So I specialize on prunes and he does the same on sardines and between us we protect our market and ourselves."

## A TREND

Here is an interesting trend in present-day business—the recognition of the competitor as a source of supply.

Last week in the Middle West a manufacturer showed me an automobile part which he is making for several of the large buyers. "Just three years ago," he told me, "we got 70 cents for this article. Today we sell a better product for 50 cents and make a better margin of profit. We have managed to cut costs through developing some special equipment. And we have cut costs still more by having another firm make this part." And he named his leading local competitor. He went on to

explain that his competitor had devised a machine which cost many thousands of dollars to perfect and build. It was such an expensive proposition that even though the owner of the machine might build another one and sell it, it is a question whether it could be kept busy by a single manufacturer and operated at a profit. So one competitor was buying from another. Here is how this manufacturer looks at it:

"Any time another man, competitor or not, can make a certain part of my product cheaper or better than I can make it myself, I'm glad to let him make a profit on my business."

That is the new attitude toward the competitor. A few years ago, the competitor had to be fought. Later on, he was just politely ignored. Now he is looked upon as a potential source of supply.

A few years ago, a half dozen little factories making a line of products sold largely through drug and general stores, found themselves struggling for existence.

One of them put \$8,000 into a special type of machine whereby he could cut very materially the costs on a certain type of goods. All his competitors had to make the same piece of goods, but, not having this equipment, they worked under high costs. The owner of the special machine had a big advantage. He expected to get all the business. He soon learned, however, that his five competitors had decided to meet his prices, even though it meant selling that piece of goods at a loss.

They argued that they could not let their competitor take away any part of their business. They could not afford to buy a similar machine. They weren't selling a great deal of the product anyway. So they reasoned that they had better absorb a little loss than to let the competitor build up standing among the trade. As a result, five manufacturers made and sold a product at a loss, while the sixth manufacturer could not keep his big machine running. There was not enough business in the territory to keep it employed unless he

got just about all of it. And his competitors were successfully blocking his move in that direction. Of course, the word "successfully" is used advisedly because their success was costing them heavily. However, they were "holding their trade" and keeping the competitor from "stealing their market."

Today that same group of manufacturers, now reduced somewhat in numbers and much wiser through experience, is letting the single manufacturer make that product for all of them.

The other day, a New England manufacturer said to me: "There was a time when all of us in this line of business could make just about anything the trade wanted. Our lines were all practically identical. Outside of the patents on some few articles which one or another of us might control, we all made what the other man made, and generally made it just as soon as we saw that he was getting business on that article.

"Then it was simply a matter of making a few relatively inexpensive tools and putting one or more men onto the job. The work was largely a matter of having skilled labor—nothing more.

#### THE INFLUENCE OF MACHINERY

"Now, though, intricate and expensive machinery is more and more of a factor. One reason why certain factories in our locality have been eclipsed by factories in other localities is because we have been so busy keeping our eyes on our local competitors that we did not see what the man at a distance was developing. We had been trained in certain methods and we stuck to those methods. Nobody is harder to change than a man who has seen his father and grandfather make money doing a certain thing in a certain way and who has himself grown up doing it in that way. Not until somebody else has demonstrated the possibilities of a better method, does such a man commence to move."

It is this type of manufacturer who has, until recently, clung to methods now out of date. Only when somebody else has developed

a marked short cut does he look about him to see what has happened.

So much of this sort of thing has been taking place during the last three or four years that now more and more business men are appreciating their competitors as sources of supply.

Two manufacturers were engaged in making a product sold largely through the department store and sporting goods channels. The article is made up of about one-half wooden ware and the other half iron ware. Neither concern was making much money, though both were doing considerable volume.

One day, after both of them had engaged in a great deal of price cutting and fighting between their respective sales forces, the two owners happened to meet on a train.

The conversation developed the fact that one of these men attributed his problems to the difficulty and high cost of producing the wooden part of his product, feeling that the production of the iron parts seemed to take care of itself. The other man found the wood working end of his business simple and economical while he knew he was losing money in his forging department and the machining which followed.

It turned out that one man was an experienced wooden ware manufacturer who was making a failure of producing his own iron ware, while in the case of the other man just the reverse was true. Still both were competitors and both admitted they were making little, if any, money. The leaks in their respective businesses became apparent.

Putting aside any hard feelings they might have had toward each other, they went to work and arranged to have one class of work done in one shop and the other class in the other, each man discontinuing the unprofitable end of his business. From latest reports, both lines have been materially improved and both men report a satisfactory reduction in their costs.

Not long ago I met a salesman

who told me, in disgust, that his house had developed a certain article and he expected to have the sale of it all to himself in his territory, only to learn that his boss had started in selling the product, under another brand, to his competitor. Later on, when I met this manufacturer I asked him just what he had in mind. Here is his reply:

"We are selling only one dealer in a town. Several of our products will fit best into that general plan of selling. When we brought out this particular item, I realized that it was a good article but that it would soon have plenty of active competition. We could not hope to remain alone in the field, in spite of the fact that we had a patent on our particular product. There were too many products of the same general nature which would do the work which ours was designed to do. Then, too, I realized that if we were to stick to our one dealer per town policy, we could not hope to do enough business to produce economically. On the other hand, we could not afford, on account of the one item, to change our general policy.

"What was more natural then than for us to hunt up a competitor of ours and point out to him that sooner or later he'd be getting something similar and he might as well let us make such an article for him under his own brand?

"Of course, the two sales forces, once they learned of the manufacturing arrangement, expressed a little dissatisfaction. They resorted to a little general conversation among themselves, but we arranged to have it stopped.

"The long and short of the thing is that our competitor had to get such a product from some source. It might as well be us. He is making a nice margin of profit on the brand we are producing for him. He is enjoying that profit largely because, by enabling us to build up our volume and pull down our costs, we can make a low price to him and also to our own men.

"In this way we are both enjoying a healthy business and mak-

ing a profit. It means that with an added volume, we can run our machines almost to capacity and we can constantly improve our methods. Furthermore, with two of us pushing the same general type of product, we are getting twice the sales effort in each market we would have if we had to do all the pioneering."

E. J. McClanahan, the famous old incubator maker of Eugene, Oreg., used to say to me: "Too many of us are so intent on putting our competitors out of business that we overlook the fact that they are all helping us sell our own machines. If any competitor of mine had a gadget of some kind which I could buy from him and which would make my machine better, I'd buy it, if he'd sell it to me, and I'd pay him a price that would show him a profit."

#### IDEA WORKS IN OTHER FIELDS

I was telling another manufacturer of this thought which McClanahan had expressed to me a good many years ago, before such an idea was quite as well thought of as it is today. He thought it over and felt that it would be a great thing for him to do in his own business. His happened to be that of manufacturing candies, biscuits and crackers. The first thing he found, on checking over his line, was that the popular-priced line of caramels which he was making to meet the demand was not making him any money.

At the same time, he could not discontinue selling the item because his men had to be able to give their trade a complete service. They felt they had to have that particular kind of candy.

About that time, though, his shop became very busy. There seemed no time to devote to producing this unprofitable item, although it was appearing on many orders. So he thought over the advisability of going to some other factory for that type of candy.

Looking around, he found that a competitor was producing this piece in large quantities and making a specialty of it. He was evidently in a position to produce it at a lower cost. He had some

special equipment in his shop. So the two manufacturers got together and the one decided to quit making this piece because he could actually buy it cheaper from his competitor than he could make it himself.

Then it occurred to him that probably he had some advantages on other lines which his competitor probably did not enjoy.

The result was that both men found several products in their respective lines which one could buy to advantage from the other. It has meant many savings for both men. It has enabled both to concentrate on certain lines. There is no attempt between them to regulate prices or selling conditions. Each man simply looks upon his competitor as a source of supply for certain items which the other man can produce to better advantage.

I am adding this last paragraph as a sort of postscript. Going up on the train from New York to Hartford, I gave this manuscript to a man to read. He glanced over it and said to me: "Do you know, I am making an article which I know a couple of my competitors can buy from me to advantage. I might as well be selling it to them and making a little margin. It will stabilize my production and lower my costs and make me more profits. Also, by keeping them satisfied, it will probably keep them from making something else. I might as well see if I can't turn them into customers."

#### Becomes Paschall, Harris & Paschall

The advertising agency business which has been conducted at Chicago under the name of Irvin F. Paschall, Inc., has changed its name to Paschall, Harris & Paschall, Inc. A. R. Harris, who is now represented in the firm name, joined the Paschall agency a short time ago as vice-president. More recently Mr. Paschall has enlarged his personnel with the addition of his son, William L., who, with the reorganization, becomes an officer in the business.

This agency has been appointed to direct the advertising account of the Globe Manufacturing & Supply Company, Des Moines, maker of the Globe hoist for filling stations and garages. Business papers, direct mail and magazines reaching motorists will be used.



	Circulation
Herald and Examiner . . .	411,515
New York Times . . . .	405,707
Boston Post . . . .	395,607
New York World . . . .	334,482
N. Y. Herald Tribune . . .	302,365
Philadelphia Inquirer . . .	277,880
St. Louis Globe-Democrat . . .	264,604
Kansas City Times . . . .	245,941

A. B. C., March 31, 1928

*Not in  
any other city in  
ALL AMERICA*

is there a standard size  
morning newspaper with  
as large a circulation as  
The Chicago Herald and  
Examiner.

■ Daily Circulation 411,515 ■  
■ Sunday Circulation 1,151,907 ■

One of the 28 HEARST NEWSPAPERS read by  
more than twenty million people

**THE CHICAGO  
HERALD and EXAMINER**

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON

285 Madison Ave., New York

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

T. C. HOFFMEYER

625-6 Hearst Bldg., San Francisco

# New York a Hard Market? *NO...it's a huge one!*

New York is the most profitable sales market in America . . . and the richest. Here, salesmen can see a maximum number of dealers with a minimum outlay of time and expense. Calls per day increase and cost per call decreases, because its outlets are so many and so close together.

The cost of covering any territory with salesmen is chiefly made up of Time, Traveling Expense and Sales Control.

The whole pulse of this huge market can be felt day by day . . . so campaigns can be profitably analyzed as they proceed.

Here people live well, buy regularly, and are interested in new things and new thoughts of products already known to them . . . a live responsive buying public.

EV

FIRST BUILDING  
CHICAGO, ILL.

Mem

Many large National concerns sell from 15 per cent to 25 per cent of their total production here.

With volume comes low selling cost. Basically, the big difference between the small and the large market is a greater volume and a lower selling cost in the larger one.

You can develop splendid business here or increase your present business. Working the market progressively, you have here a greater opportunity for doing so than anywhere else in America.

And the sales key to America's greatest single market is the *New York Evening Journal* . . . with dominant circulation in every income group . . . reaching daily more than twice as many homes in Metropolitan New York as any other New York standard morning or evening newspaper.

# NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read  
by more than twenty million people*

HEARST BUILDING  
CHICAGO, ILL.

9 EAST FORTIETH STREET  
NEW YORK CITY

BOOK TOWER BUILDING  
DETROIT, MICH.

Member of International News Service and Universal Service  
Member of Audit Bureau of Circulations

# Over the Goal once More!



*Detroit News Leads All Weekday  
Newspapers of America in Advertising*

*First 8 Months 1928*

*Detroit News .....	14,453,656 Lines
Chicago News .....	13,497,903 "
Philadelphia Bulletin ..	12,212,537 "
Indianapolis News ..	11,223,300 "
Los Angeles Herald ..	10,304,548 "

\* (In addition The Detroit News carried  
4,768,000 Lines of Sunday Advertising)

Back of Detroit News leadership is a suggestion for advertisers to marshall their forces in the Detroit field. Here where employment is higher than it has ever been; where factory production has reached an unprecedented volume; where records are made each day to be broken the following morning, lies an opportunity for sales such as is not equalled by any other market. All the more do the facts urge quick cultivation of this territory when one realizes that a single newspaper—The News—reaches four out of every five homes taking any English newspaper.

## The Detroit News

THE HOME newspaper

**New York Office**  
I. A. KLEIN, 50 E. 42nd St.

**Chicago Office**  
J. E. LUTZ, 6 No. Michigan Ave.

# A Copy Change Boosts Returns for Hamilton Watch

In This New Campaign Famous Writers Are Used to Catch the Thrill of Transportation

By Carl W. Dreppard

Director, Sales Promotion, Hamilton Watch Company

RECENTLY, the Hamilton Watch Company changed its advertising program. The results from the first advertisement in the new series exceeded our most optimistic hopes. More inquiries followed the appearance of that advertisement in one publication within one week than have heretofore accrued from all Hamilton advertisements over a period of one month. The response was the more remarkable because no coupon, no sub-head in the advertisement, tipped the reader off to the fact that the story might be had in booklet form. A reader had to read all of the copy, and it was long copy, before he found out the booklet offer.

Furthermore, these inquiries are strictly grade "A," proving that the advertisement was appealing to the very people to whom it was directed—the people who are interested in a high grade watch and can afford to buy one.

In selling watches, time and accuracy are two of the most important things the seller has to offer. A watch may have hundreds of other features but if it has not these two it is useless.

When the Hamilton Watch Company started advertising, it decided to stress accuracy as its main selling point, since accuracy automatically included time. But time, to most people, is merely the yardstick by which infinity is measured, and thus is of a rather intangible nature. Therefore, it was necessary to apply time to something tangible before the average person could realize its meaning and importance.

Nowhere in America does time play such an important part as in the scheduling and running of our great railways. Therefore, it was decided to tie up time with the

accuracy necessary to the running of trains. Because most people connect accuracy with railroading, the Hamilton company adopted "The Watch of Railroad Accuracy" as its slogan.

For many years the advertising of Hamilton watches was closely linked with the idea of the railroad, through testimonials from engineers, conductors and trainmen who were users of their watches. But the ideas of people have changed, and no longer is the railroad the sole exponent of accuracy, although it still remains the most prominent. Airplanes, trans-Atlantic steamships, and many other forms of transportation now have their schedule regulated by time. As a result, it was deemed necessary to get a new method of expressing time which would be symbolized in faster-written copy, of a more exciting nature, and with illustrations which would be vitally interesting.

## MAKING TIME A LIVING THING

On investigation, we found we had something to sell which contained all these elements, if they only could be properly expressed. If we could make of time a living thing, a driving force behind certain everyday pursuits of life, we felt we could instill into the public an appreciation of what a good watch was required to do, and the importance of owning one which had proved itself capable of performing its duty faithfully.

To tell the public this, however, would require the talents of the best writers, who could catch the element of time in the flickering wheels of the locomotive, or in the swirling blade of an airplane propeller. But how to get them was the next problem.

Years ago, the best artists steered

clear of advertising. The reason? They felt advertising was a trifle beneath their dignity. They felt also that art and salesmanship were not to be mentioned in the same breath. Once this idea was dispelled, however, advertising art was improved, mainly because the artists were permitted to create what they saw, instead of being confined to narrow limits. We decided to make the same appeal to the writers, namely to ask them to write what they saw and felt and to bring the name Hamilton in only where it properly belonged.

**APPEALS TO LINGERING IMAGINATION  
OF YOUTH**

We explained to them we wanted the spirit of time caught and crystallized, and caught in the situations in which most people have imagined themselves. We all know that every red-blooded American boy at one time or another has imagined himself at the throttle of a roaring locomotive, and more recently at the stick of a mail plane. Those ideas linger on to maturity. If time could be captured for them, in these situations, and interpreted for their imaginations, they would have a new concept of it, with the resultant thrill.

The way thus lay open. The first advertisement of the series, giving this new interpretation of time, was written by Dudley Nichols around a "Ride in the Cab of the Broadway Limited." In it he makes time a living thing. Time is the element which drives the ponderous locomotive forward. Time is what really matters—not speed or performance.

So well was the advertisement presented that the Pennsylvania Railroad gladly carried copies of it in booklet form on their fast limited trains, particularly the Broadway Limited, and distributed other copies at their city ticket offices. These booklets were supplied by the Hamilton Watch Company, but contained no Hamilton advertising; simply the story—nothing more.

The sales promotional efforts by the dealers in co-operation with the campaign are also significant. A

special list of 5,000 dealers which was circularized absorbed three printings of the booklet. Three hundred and thirty-three window displays were placed in jewelry stores.

Is there anything new in this campaign? Maybe not, but it is a real attempt to put literature into advertising without the confining restrictions of salesmanship to direct it into selling channels. We are trying to give to the writer the same freedom which is now given to the artist, and we are receiving a hearty response from the public, which seems to appreciate a beautiful word picture as much as a beautiful illustration.

The second advertisement is written by Dorothy Speare. It tells how she rushed with the air-mail pilot from St. Louis to Chicago to get to one of her most important concert engagements. Here, again, the importance of time—accurate time—is stressed.

So it goes. Other advertisements will feature other forms of transportation. The entire series will give the general impression of editorial page content. By thus introducing real literature into Hamilton advertising we feel we are creating lasting impressions—impressions which will bob up whenever time and accuracy, our selling points, are mentioned.

**C. H. Du Cloe Transferred by  
J. Walter Thompson**

Chester H. Du Cloe has been appointed manager of the Alexandria, Egypt, office of the J. Walter Thompson Company. He had been a member of the copy staff of the New York office where he edited the J. Walter Thompson News Bulletin and its inside house letter. Mr. Du Cloe is now on his way to the London office which, after a brief stay, he will leave to take charge of the Alexandria office.

**Furness-Bermuda Line Appoints Wendell P. Colton**

The Furness-Bermuda Steamship Line, New York, has appointed the Wendell P. Colton Company, New York advertising agency, to direct its advertising account. Plans call for the use of newspaper, magazine, direct mail and outdoor advertising to advertise the company's Bermuda service as well as its special services.

# Why advertising agencies say: "NEWS Exclusive in Indianapolis"

OVER 86% coverage of all Indianapolis and Marion County families daily—remarkably thorough coverage throughout the entire 70-mile Indianapolis Radius—advertising prestige and responsiveness obtainable from no other source . . . these are logical reasons why The INDIANAPOLIS NEWS is recommended by advertising agencies as the *one* medium for a concentrated advertising schedule in this market.

In some cities it is essential to use two, three or even more newspapers to obtain an adequate coverage of families. In Indianapolis, an *exclusive* schedule in The NEWS accomplishes maximum results at minimum cost!



## *The INDIANAPOLIS NEWS sells The Indianapolis Radius*

DON BRIDGE, *Advertising Manager*

New York: DAN A. CARROLL      Chicago: J. E. LUTZ  
110 East 42nd St.      The Tower Bldg.

*DELIVERED TO THE HOME—READ BY THE FAMILY*

# The Movement to Protect the Buying Public

A Review of What Advertisers Will Want to Know Concerning Consumer "Buying Protection" Bodies

By Bernard A. Grimes

**I**N a book called "Your Money's Worth," the authors, Chase and Schlink, stressed the need, as they saw it, of a service to which consumers might turn for verified facts about their purchases. It was stated that if a million citizens could be persuaded to invest a dollar a year in such a service, wonderful things could be done.

In that same book reference was made to an experiment in "consumer protection," which one of the authors was then conducting in connection with a community church at White Plains, N. Y.—an experiment in which he had the co-operation of a group of his neighbors. Developments subsequent to the publication of "Your Money's Worth" would indicate that Chase and Schlink have been sufficiently encouraged with that experiment, and the reception of their ideas on it to enter upon a wider field of activity. This they have done by creating an organization which they have called The Consumers Club with headquarters at New York, and for which they have adopted the slogan, "First Aid to the Consumer."

The Consumers Club is one of several movements now under way which have for their purpose the organization of consumer bodies for "buying protection." How such organizations operate and what they plan to do as representatives of consumers and as censors of manufacturers' products and advertising involves a discussion of matters affecting the interests of advertisers.

The Consumers Club is operated in the following manner: Any individual is eligible for membership. Those desiring to join and contribute to its information, according to a circular announcement, are invited to send dues which amount to two dollars a year. Therefore

the club has as its prospective membership the public as a whole. The service offered covers information and advice regarding various products and materials. Considerable of the items listed are well known trade-marked products.

The information is sent out in processed form and includes an annual list to which supplements are added. Commodities are listed in two columns, one giving those which represent, in the opinion of certain testing agencies and technical experts, good value at their price. They are grouped under commodity classifications, such as soap, radio, breakfast foods, cameras, floor covering, etc.

#### PRODUCTS NOT RECOMMENDED

In a parallel column appear those commodities in each group which are not recommended. Refusal to recommend, it is explained, is based on the following reasons: Either because the particular products cost too much, quality considered, or because they are not so suitable as other commodities in the same field; because they are flagrantly misadvertised, or because the manufacturer does not give good service in replacing or repairing defective goods.

The Consumers Club uses several methods in grading products which it lists.

1. Where obtainable, its standard of measurement is based upon a report issued by Governmental agencies or "private outposts." Governmental sources include the Bureau of Standards, decisions in cases prosecuted under the Food and Drugs Act, and information pursuant to unfair trade practices and other activities covered by the Federal Trade Commission. "Private outposts" include sources represented by the National Fire Protection Association, American

# SAFETY

**When you buy printing  
you cannot test it in  
advance or try a sample.**

**There is only one way  
to play safe. Confine  
your printing to those  
houses that wish to do  
things the right way,  
and also *know how*.**

**CHARLES  
FRANCIS  
PRESS**

**461 EIGHTH AVENUE  
NEW YORK**

## Announcement

# **The Butterick Publishing Company**

is pleased to announce the appointment of  
**RAY G. MAXWELL & Co., Inc.**  
as advertising representatives of the

## **Butterick Quarterly**

**effective October 1st, 1928**

**S. R. LATSHAW**  
*President*

**BUTTERICK BUILDING**

**NEW YORK**

## Announcing

# RAY G. MAXWELL & Co., Inc.

*Fashion Quarterly Advertising Service*

2632 Graybar Building

New York, N. Y.

R. G. MAXWELL

J. P. QUIN

J. J. LOVE

M. T. HENRY

Chicago—2118 Mailers Building

R. O. D'ALBRET, Mgr.

A. M. QUINN

Advertising Representatives  
of the

## Butterick Quarterly

*the magazine of fashion*

**The \*Detroit Times  
will conduct its  
cooking school on  
October 9, 10 and 11th,  
in the Masonic Hall  
Auditorium.**

**National advertisers who  
attended the I. A. A.  
Convention this year  
know the splendid facilities  
of this auditorium for  
conducting a school.**

**A capacity audience is  
expected at each session—  
national advertisers are  
invited to participate  
and may wire at our expense  
for full information.**

**“The Trend is to The Times”**

**\*One of the 28 HEARST NEWSPAPERS read by  
more than twenty million people**

*Member of International News Service and Universal Service  
Member of Audit Bureau of Circulations*

Medical Association, etc., the activities of Dr. Wiley, college laboratories, etc.

2. The rating of a product may be determined by the opinion of recognized and impartial experts, very likely members of the club or those interested in its work. For example, radios and automobiles, as graded, reflect the opinions of engineers known by Mr. Schlink to be qualified and responsible and trusted analysts of products in those respective fields.

3. Members are encouraged to give the Club the benefit of their experiences. This is considered especially valuable in matters respecting performance of a product and the service rendered by its manufacturer.

4. Laboratories are used and paid for. This is the case when a manufacturer wishes to have his product included in the list. A manufacturer making such a request is informed that he must pay for the expense of having his product tested at a laboratory acceptable to the club.

Each member joining the club signs a contract which specifically stipulates that the information on the lists shall not be copied or the lists loaned to non-members. Applications from other organized groups, from publications and from business concerns are refused. While Consumer Club lists are not public property, it is the desire of the sponsors to get as wide distribution of the lists as possible through efforts to encourage larger membership.

The technical work of the club is under the direction of F. J. Schlink. Stuart Chase is treasurer.

#### BRAND NAMES FREQUENTLY MENTIONED

An examination of the lists discloses frequent mention of outstanding brand names. These appear in both the recommended and unrecommended columns. Key symbols opposite each name inform a member more fully as to the reasons behind their classification. In the recommended list, in some instances, endorsement is given to several brand names, with no unfavorable mention. Again, brand

names will appear in the unrecommended list with an absence in the recommended list.

Where a member seeks information on furniture polish, for example, he is told that he can get satisfactory results economically by making his own. Formulas are given. "In the second column," reads a circular issued by the club, "you are given the names of three proprietary furniture polishes which will cost you a good deal more than the simple home-made mixture, and you learn, perhaps for the first time, that some proprietary furniture polishes are distinctly harmful to the varnish on fine furniture."

Mr. Schlink and Mr. Chase disclaim any attempt to discourage the use of advertised products except where it is believed that the advertiser claims too much for the performance of a product or exacts what is considered an exorbitant price. Members are told: "The club wishes to assist consumer members in buying good products honestly advertised and sold at reasonable prices. It will welcome all information which will further this enterprise."

With reference to package goods, members are informed that high unit prices for package goods are, in part, a penalty which they must pay for not knowing the simple ingredients which constitute the purchases they make under a brand name. On the other hand, members are told that package goods are desirable protection from dirt and dust, that they have a convenience value and that it is up to each consumer member to determine for himself whether these benefits are worth the difference in price between the packaged article and its equivalent in bulk.

At present the membership of the club numbers about 1,000. The club has been under operation about one year and, during this time, has depended for expansion upon word-of-mouth advertising. Later on, it is planned to incorporate the club which will continue as a non-profit organization. Mr. Schlink is very frank in stating that no attempt is being made to push expansion. Since the appearance of "Your

Money's Worth," he said that both himself and Mr. Chase had been urged to put into practice that which they recommended. They are doing so. If the public responds by joining the movement, Mr. Schlink said, it will vindicate their contention. Should the public be apathetic then that factor will guide the course of the club, and, incidentally, show that Mr. Schlink and Mr. Chase misjudged a solution to the difficulties which they see confronting consumers.

After obtaining the foregoing information on the manner in which The Consumers' Club operates, PRINTERS' INK asked for information on the subject of the possibility of suits for damages being brought against the organization by manufacturers whose products were given adverse treatment in the lists which the club sent to its members.

Mr. Schlink's reply to this question was that the matter had been carefully weighed. He said that the club made great efforts to apply its tests on every product in the most impartial manner. He also declared that the club at all times is prepared to meet any complaint from manufacturers who have any reason to complain against the manner in which their products are listed. He cited as an incident the case of one manufacturer who wanted to know why his product was not listed. This particular manufacturer was told that the club had knowledge of the fact that there were many returns by consumers of his product—a mechanical device—because of defective operation. He was told that if this information was untrue he had an opportunity to reverse the club's decision by giving figures on the number of returns that were being made by consumers.

#### THE TESTING UNIT AT CHICAGO

Thus is summed up the activities and methods of the Consumers Club. In Chicago there is another testing unit, the Educational Buying Association, of which John Dinsmore, purchasing agent of the University of Chicago, is executive secretary. This association serves purchasing departments of

about 200 educational institutions. Except for the fact that it serves a different group, the objectives of this association are very much the same as that of the Consumer Club. It makes tests and specifically mentions products by name.

The institutions served by the Educational Buying Association are, principally, the larger colleges and universities in the country. No attempt is made to get memberships outside of educational circles. It was organized about eight years ago by Mr. Dinsmore and acts as a clearing house for the experience of its membership.

By laboratory tests, most of which, though outlined by the association, are actually performed in members' own laboratories, this group aims to choose a product best adapted to any given job. Membership fee is on yearly due basis, which varies according to the size of the institution.

Another movement, much broader in scope than either of the two already mentioned, is that sponsored by E. C. Riegel, under the name of The Consumers Guild, with headquarters at New York, and of which he is the director. This Guild is incorporated and, at its offices, was described as a non-profit organization. It is out after a membership of from 200,000 to 500,000. The dues are one dollar a year.

Through direct mail and a monthly publication for which a charge of ten cents is made, Mr. Riegel is endeavoring to band consumers together for a number of aims, including the regulation and restriction of public service corporation policies and the abolishment of all cash deposits and advance payments. More specifically of interest to advertisers are the following announced purposes:

Effect immediate and full satisfaction in all unsatisfactory transactions.

Abolish home-canvassing and all offensive salesmanship.

Restrict and regulate advertising in publications and radio.

Elevate reader influence over advertiser influence in newspapers and magazines.

In short, the Consumers Guild

AND this from Mr. H. Shaw of the Fuller Ventilating Company, Detroit, distributors for the American Blower Company, manufacturers of kitchen ventilating fans:



"WE have carefully checked the sources from which our prospects came, and we are frank to admit that The Detroit Free Press has reached for us a larger percentage of our buyers than any medium we have used."

"IT conserves both time and money to be able to separate the 'suspects' from the 'prospects.' Detroit Free Press leads are invariably prospects."



COVERAGE of every other home in the Detroit market assures the advertiser of a true buyer-contact, with no waste.

## The Detroit Free Press



VERREE &

National

New York

Chicago

Detroit

CONKLIN, INC.

Representatives

San Francisco

has set for itself the task described in its eleventh and last aim, to "establish the complete supremacy of the consumer, promulgate consumer education, expose trade fallacies, punish frauds and support all honest business endeavor." This, it is understood, Mr. Riegel expects will be accomplished when the Guild checks up a merchant, publisher or advertiser and points significantly to the influence of the body of consumers he hopes to rally behind his project.

### E. S. Parry Heads Philadelphia Agency Council

At the annual election of officers of the Philadelphia Council of the American Association of Advertising Agencies, Edwin S. Parry, of the Tracy-Parry Company, Inc., was elected chairman for 1928-29. S. Roland Hall, Easton, Pa., was elected vice-chairman.

Charles Blum, of the Charles Blum Advertising Corporation, was elected secretary-treasurer and Lee E. Hood, of the Richard A. Foley Advertising Agency, Inc., representative of the Philadelphia Council on the executive committee of the American Association of Advertising Agencies.

### H. E. Mitchell with Dover Manufacturing Company

Harcourt E. Mitchell is now vice-president in charge of metropolitan New York sales of The Dover Manufacturing Company, Inc., Dover, Ohio, manufacturer of electric irons and appliances. He formerly was sales manager of the New York branch of the General Outdoor Advertising Company. In his new position, Mr. Mitchell's headquarters are at New York.

### Engineering Advertisers Hold Tennis Tournament

The annual tennis tournament of the Engineering Advertisers' Association of Chicago was held recently at the Town and City Club of that city. All honors for the meet were carried off by Keith Evans, of Joseph T. Ryerson & Son, Wally Evans, of Evans Associates, Inc., and by Francis Emmons, president of the Association.

### Becomes Devlin & Bennett, Incorporated

The advertising firm of Devlin, Merrill, Price & Bennett, Inc., Chicago, has changed its name to Devlin & Bennett, Incorporated. No change in personnel or officers is involved.

### L. Jay Hannah Agency Re-organizes

With the appointment of John F. Price as a vice-president, L. Jay Hannah & Company, Inc., Chicago advertising agency, has changed its name to The Price-Hannah Company. Mr. Price, a member of the former advertising firm of Merrill, Price & Taylor, was, more recently, a vice-president of The Buchen Company, also of Chicago.

Coincident with the change in firm name comes the appointment of Haven Requa, formerly vice-president of the South Chicago Coal & Dock Company, Chicago, as secretary and general manager of the agency. The other officers under the reorganization are Howard E. Bowers, vice-president, and David N. Larson, who succeeds Mr. Bowers as treasurer.

### A. L. Billingsley, President, Fuller & Smith

Allen L. Billingsley has been elected president of Fuller & Smith, Cleveland advertising agency. He succeeds W. W. Fawcett who has been elected chairman of the board. Clarence Madden, an account executive, has been elected vice-president. E. J. Alexander, formerly head of the market study department, has been appointed manager of markets and media.

Recent additions to the staff of Fuller & Smith include E. K. Emerson, formerly with The Richardson-Briggs Company; S. D. Mahon, formerly with The H. K. McCann Company and Frank Hall, formerly secretary of the Dunlap-Ward Advertising Company, Inc., all of Cleveland.

### J. H. Sarles Joins Milwaukee Agency

John H. Sarles has joined the copy staff of Olson and Enzinger, Inc., Milwaukee advertising agency. He formerly was with the General Electric Company and the Maurice H. Needham Company, Chicago. For the last year he has been doing free lance copy writing at Chicago.

### "The Literary Digest" Appoints New England Manager

Harold E. Rounds, manager of the Boston office of *The Literary Digest*, has resigned to join the sales department of the Cannon Mills, Inc., Fletcher Lansing, of the New York staff, will succeed him as New England manager.

### Remington Portable Account to Huber Hoge Agency

The portable typewriter division of Remington-Rand, Inc., Tonawanda, N. Y., has appointed Huber Hoge, Inc., New York advertising agency, to direct the advertising account of the Remington Portable Typewriter.



## *The All-American Shift is coming—be prepared!*

"STRAIGHT FOOTBALL" has ruled the markets for months. Competitors struggle line against line.

Then a new idea is injected into the play. Someone discovers an important fact—and the great "All-American Shift" is executed. Some are caught napping. We give you full warning now that the "All-American Shift" is coming, just as surely as November brings football and fervid politics. That "All-American Shift" is a shift of the buying power of a million or more good spenders from the north to the sunshine of Florida. Northern homes will be closed—Florida homes will be opened to the sunshine. A million or more who purchase "up there" a portion of the year will do their purchasing "down here" for the next five or six months. Will the "All-American Shift" catch you napping—take away profitable markets—give your competitor the edge? Not if you plan to hold your line against competition this winter through constructive advertising in

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented nationally by  
REYNOLDS-FITZGERALD, Inc.  
(Formerly Benjamin & Kentnor Company)

New York . . . . .	2 West 45th Street	Philadelphia . . . . .	1524 Chestnut Street
Chicago . . . . .	203 N. Wabash Avenue	Los Angeles . . . . .	117 West 9th Street
	San Francisco . . . . .		58 Sutter Street

# CONGRATULATIONS TO *The Saturday Evening Post* AND *Mr. Garet Garrett*

For months the politicians have made capital of the farmers' supposed woes.

For the entire campaign they have gone on blithely ignoring the *new economic facts* which prove that they don't know what they are talking about.

They have ignored the official government reports, the economists' figures and the banks' statistics which show that:

*In 1928 farm incomes and farm purchasing power will approximate or exceed the biggest point in American history!*

Mr. Garrett's series of three articles in *The Saturday Evening Post* (beginning September 29th) will do much to clear away the fog of political talk from the farm question and to reveal to American business men the truth of the farmers' swift uprush in economic power.

Naturally, it is gratifying to us that Mr. Garrett quotes from statements made by, and interviews with, Master Farmers. His first article is illustrated with photographs taken on Master Farmer farms.

The Master Farmer movement, which has played a highly important part in the

recent improvements in agriculture, has been sponsored and developed by the Standard Farm Papers.

The prosperous farm areas of the country are blanketed by the 15 separate publications which comprise this group. The circulation in 1929 will be 2,500,000 A. B. C. In the 1,084 leading market counties, in the 24 leading farm states, every other farmer that comes into a dealer's store is a Standard Farm Paper reader.

*To manufacturers whose sales can be helped by farmers' high purchasing power*

**Here is a marketing guide to 3,066 rural counties**

Rural America, like Urban America, consists of many individual markets, not one national market.

These markets comprise 3,066 agricultural counties varying widely in the all-important matter of needs, desires and purchasing power.

Detailed information giving the market rating of each one of these counties has been compiled by unbiased authorities and is now available in an alphabetically arranged atlas with color maps and legends.

This Marketing Guide is entitled, "The Other Half of America's Market."

*Copies will be presented without obligation to interested executives by appointment*

## **The STANDARD FARM PAPERS**

WALLACE C. RICHARDSON, General Manager

CHICAGO

NEW YORK

Courtney D. Freeman, Western Manager  
307 North Michigan Avenue

Willard R. Downing, Eastern Manager  
250 Park Avenue

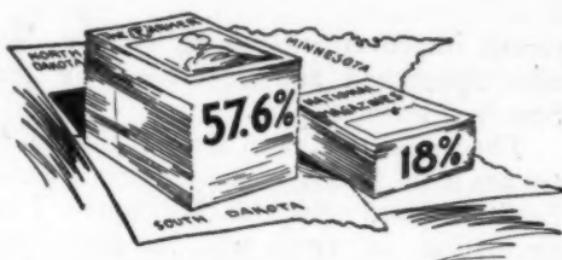
San Francisco, Kehl Building

*Your sales problem is national—but your dealer's is always local—The Standard Farm Papers meet both!*

The Farmer, St. Paul  
The American Agriculturist  
The Wisconsin Agriculturist  
The Breeder's Gazette  
Pennsylvania Farmer

The Prairie Farmer  
Ohio Farmer  
Wallaces' Farmer  
The Progressive Farmer  
Pacific Rural Press

The Nebraska Farmer  
Kansas Farmer  
Missouri Ruralist  
Hoard's Dairymen  
Michigan Farmer



# This Jobber Wanted the other 39 percent

A Minnesota jobber asked a manufacturer to use farm papers and was told that Minnesota farmers were being reached through 17 magazines.

He was not satisfied and a farm-to-farm check-up in typical counties was made. It showed that the 17 magazines reached 18% of the farmers and **THE FARMER**, one publication, reached 57.6%.

Jobbers in the Northwest demand that advertising reach the farmers, as 51.2% of the entire population in the territory lives on farms, and dealers in all towns outside of Minneapolis, St. Paul and Duluth depend primarily upon farm trade.

Prove this yourself by checking the prominent national advertisers who regularly use the Northwest's only weekly farm paper

**THE FARMER**  
 Wallace Publishing Co., St. Paul, Minnesota  
*The Northwest's Only Weekly Farm Paper*

Standard Farm Papers, Inc.,  
 307 No. Michigan Ave.,  
 Chicago, Ill.



Wallace C. Richardson, Inc.,  
 250 Park Avenue,  
 New York

**A Northwestern Institution Since 1882**  
*Member Standard Farm Paper Unit*

# Fried Chicken

An Explosion by a Sales Manager After Three Weeks on the Road

By Phillip Poulet

YOU won't find it listed in any Sales Manager's Guide. There's no course given on it in the I.C.S., or LaSalle Institute. And the Alexander Hamilton library has not even a chapter touching on the subject. Yet the greatest problem in a (traveling) sales manager's life today is nothing but *fried chicken!*

Mr. Hoover refused to kiss babies—and got away with it. But I dare and defy any living sales manager to turn up his nose at any Mrs. Branch Manager's "simple home-cooked meal" of fried chicken.

It may be the seventeenth branch visited and the traveling sales manager may be sprouting pin-feathers from the previous sixteen, but when he has spent the day with Mr. Branch Manager on the fall campaign, asking the good old 100 per cent co-operation and injecting the old pep and harmony, no sane head office man is going to risk hurt feelings and a disrupted organization by falling down on a few more gizzards and short-legs.

"The best piece of chicken I ever put in my mouth, Mrs. Branch Manager. It certainly is a relief to get some real home cooking after all this hotel and dining-car food. No wonder you are hitting the old ball, George, when you've got a cook like this to feed you up before you go out. Well, I'm making a pig of myself but I don't care if I do have just one more drumstick."

(Gawd, one more piece of that Plymouth Rock and I'll crow. If I took a drink of water my insides would be gibblet gravy now.)

"They don't raise chicken like that up (down, out or over as the case may be) our way and it sure is a treat."

(Wonder if I could slip this piece in my pocket. No, they'd check up on the bones. I'll be laying eggs and wake up the whole sleeper tonight when I start

in to cut-cut-cut-cut-aaah-cut.)

"Yes'm and you certainly handle a mean skillet, Mrs. Branch Manager. What's the difference between the way you did this and ordinary fried chicken? There's no comparison."

(Bet J. C. Penney, Woolworth and Schulte stores handle fried chicken now. This is off the same bird I ate in Atlanta, Detroit, Dallas, Cleveland, New Orleans and Gopher Prairie.)

"Now, don't urge me, Mrs. Branch Manager, I've got to think of my weight. Well, maybe that one little piece."

(Wonder why the Department of Agriculture can't do something about exterminating the breed like they do corn-borers, or boll-weevils. Or, maybe, it's up to our elementary schools to teach branch managers' wives that there are other edible fauna.)

"Well, I've got to be getting to the train, George. But I just want to tell you that's the best meal I've had in years. I know a man that goes out with that kind of food under his belt isn't going to worry us any on this fall campaign. I guess it's really Mrs. Branch Manager that should be on our pay-roll instead of you, old-timer."

(Courage, my boy! Every piece you got down meant a thousand dollars over a quota in this territory—that seventh and last one probably two thousand. And there's ipecac in the station drug store.)

"Cock-a-doodle, taxi-driver. To the Leghorn, Wyandotte and Northwestern Station. Egg this coop on fast and I'll shell out a little extra to add to your nest egg. Chicken? No, I'm a married man and a vegetarian besides."

It's a serious problem. Yes, I know you can set your "invariable rules" about not going to any of the boys' homes. And you can ask 'em down to dinner at the hotel. And it sounds easy. But all the diplomats in Washington couldn't

avoid it when it comes two minutes after you meet Mr. Branch Manager and he springs it:

"Mighty glad to see you Mr. Poulet. Got some beautiful reports to show you and we're just itching to go this fall. Everything is fine and, by the way, the Mrs. is planning definitely on your coming to dinner tonight—got everything in the ice-box. . . . No, wouldn't think of it, I know the food at that Commercial House. . . . No, thanks just the same but the Mrs. wouldn't hear of it."

Kissing babies! Hell, Mr. Hoover, supposing they measured votes by the fried chicken you downed.

### Williams & Cunningham Add to Staff

George E. Bannister, recently with the Chicago office of the General Outdoor Advertising Company, Inc., has joined Williams & Cunningham, Inc., advertising agency of that city, as manager of its outdoor department.

E. M. Lagron, formerly advertising manager of the Holt Manufacturing Company, Peoria, Ill., but for the last five years with the Mace Advertising Agency, of Peoria, has also joined the staff of Williams & Cunningham, as an account executive.

### R. M. Bates with "American Exporter"

Ralph Mead Bates, for the last fifteen years vice-president and general manager of the *House Furnishing Review*, has been appointed New England manager of the *American Exporter*, New York. His headquarters will be at Boston.

### A. Woodley Advanced by The Caples Company

A. Woodley, for the last three years an account executive of The Caples Company, New York advertising agency, has been made general manager of the New York office.

### Gordon Cooke, Promotion Manager, Detroit "Times"

Gordon Cooke has resigned as promotion manager of Walker & Company, Detroit, outdoor advertising, to join the Detroit *Times* in a similar capacity.

### Appoints Charles Z. Offin

The Triumph Manufacturing Company, West New York, N. J., lamp shade holders, has appointed Charles Z. Offin, New York advertising agency, to direct its advertising account.

### Furniture Retailers Plan Campaign to Start Next Year

A four-year advertising and merchandising campaign, sponsored by the National Retail Furniture Association, and backed co-operatively by manufacturers and retailers, it is announced, will start in 1929. This campaign will be directed by the Millis Advertising Company, Indianapolis, and will use magazines as its principal medium.

The campaign, which will be known as the National Home Furnishings Campaign, will stress the ideas of beauty and quality in furniture as the result of a survey, which, it is reported, disclosed that price—the basis of more than two thirds of the present-day furniture advertisements—is far from being the dominant appeal in the eyes of the average woman.

The entire program is under the direction of a board of trustees, consisting of Harry F. Cappel, Dayton, Ohio, past president of the National Retail Furniture Association, chairman; Russell H. Tarr, Tampa, Fla., president of the association; R. R. Rau, Chicago, secretary of the association; Jurgen Petersen, Chicago, and R. L. Mehornay, Kansas City, Mo.

### Change in Ownership of San Francisco "Bulletin"

Carl H. Brockhagen has purchased the interest of William M. Hines, publisher of the San Francisco *Bulletin*. Mr. Brockhagen is publisher and editor of the Portland, Oreg., *Telegram* and one of the owners of the Sacramento, Calif., *Union*. Following the purchase, John F. Schurz, president of the San Francisco Publishing Company, owner of the *Bulletin*, remains in that position. Lester Adams, managing editor of the Portland *Telegram*, has been appointed editorial director of the *Telegram* and the *Bulletin*.

Mr. Hines will direct a group of weekly newspapers which he recently purchased. His headquarters will be at San Francisco.

### Candy Account to Stanley Gunnison Agency

Verlaine, Inc., New York and Paris, manufacturer of Chocolats Verlaine, has appointed Stanley E. Gunnison, Inc., New York advertising agency, to direct its advertising account. Pending national distribution, the initial advertising will be confined to Greater New York until after January, 1929.

### Stuart B. Potter with Van Allen

Stuart B. Potter, formerly manager of the Chicago office of the Schimpff-Miller Company, Inc., advertising agency of Peoria, Ill., has been appointed vice-president of the Van Allen Company, advertising agency of Chicago and Detroit. He will make his headquarters at Chicago.

**CITIES OF THE BIRMINGHAM MARKET  
ANNISTON**

Population: 6,699 homes. Trading Territory, 10,000 homes  
.. Suburbs, Oxford, Jacksonville and Piedmont. Suburban Population, 7,400 families. Transportation: 2 railroads, 2 highways.

Natural resources: minerals, lumber, agricultural products.

Industries: 50 plants. Payroll, \$9,000,000.00.  
4 banks, resources \$9,000,000.00. Clearings, 1927, \$315,248,063.00. 12 schools, 4,000 students, 90 teachers. More than 300,000 electric h.p. available from three different sources for industrial use.

U. S. Military post, Camp McClellan, is near Anniston.

Trade Outlets: (Anniston, Oxford, Jacksonville and Piedmont) 319.

Circulation of The Birmingham News and Age-Herald in Anniston, Morning 416, Evening 895, Sunday 1,457



**The Birmingham News  
AND AGE-HERALD**

*The South's Greatest Newspaper*

MORNING

EVENING

SUNDAY

National Representatives

KELLY-SMITH COMPANY

New York Chicago Boston Philadelphia—Atlanta

## The Effect of the Buyers' Market on Sales Policy

This Subject Was Made the Leading Topic of Discussion at a Session of the Annual Meeting Recently Held by the American Trade Association Executives at Montauk Point

**S**PEAKING at a session on "Co-Operative Market Development" at the annual convention of the American Trade Association Executives, held at Montauk Point, Dr. Hollis Godfrey, president of the American Engineering Foundation, told his audience that the present buyers' market will continue almost indefinitely, and that it is up to the trade association secretary or manager to take a leading part in effecting the necessary changes in the attitude of his industry to meet this situation.

"The old methods of advertising and selling are as dead as the Sphinx," he said. He declared that the trade association executive is one of the key men in bringing about successful adjustment to the new era, and that his first great task is the education of his own industry to a realization of what this new era is and means.

"The buyers' market," said Dr. Godfrey, "is the distinguishing mark of the third great pioneering period in American economic history. The first period was the time of pioneering in agriculture; of getting the land cleared and producing, and the business of food production organized.

"The second great pioneer period began to get under way long ago, but it was not until about 1884 that it became dominant—that is to say, it was not until then that the period of agricultural pioneering definitely was over. This second period was the era of pioneering in industry. Its greatest era was from 1884 to about 1900, but it was not until 1922 that it was definitely and unmistakably over.

"Since 1922 we have been in a buyers' market; and that marks the

third period; the period of pioneering in consumption. By this I mean, that it was not until 1884 that agriculture—food production—was fully organized to meet all demands upon it, and was stabilized; it was not until 1922 that it became definite and unmistakably clear that our industrial production had grown up to and passed the point where it matched normal, basic, physical demands upon it. It was also significant that at this period, for only the third time in American history, *per capita* wealth showed a decline instead of an annual increase.

"This third period will last far longer than either of the others, because the task it sets us is to educate people in consumption; and you can far more rapidly increase the mechanical capacity to produce, than you can increase the human capacity to consume; because this is a matter of education of the human mind which is slow to learn."

The first obligation of the producer in this new era, Dr. Godfrey said, was to learn that henceforth "the maker must make for the use of the buyer, and not because he has a plant that can make something." He put this up to the audience to inculcate this lesson in their association memberships, as a preliminary to educating the public in wider and more purely cultural, rather than necessitous, uses of the industry's product.

"It is the job of your members to do the selling that consists of exchanges of the product for money, goods or service," he said; "it is the job of the trade association to do that part of the selling job that consists of teaching the use of the product."

Dr. Godfrey said that his records showed that 107 associations are now actively engaged in some form of co-operative market development work, and 142 others have plans under way for such work.

The two great specific agencies for the job of educating, first the industry itself, and then the consuming public, he said, were first the college, and second the business paper; and in general, the graphic arts.

neer-  
is I  
1884  
ion—  
t all  
that it  
cably  
ction  
l the  
ormal,  
. It  
this  
e in  
health  
an-

far  
ers,  
s to  
ion;  
in-  
to  
the  
be-  
ca-  
n is

ro-  
rey  
orth  
the  
use  
me-  
the  
in  
as  
ub-  
ul-  
ses

ers  
of  
or  
d;  
ia-  
ng  
he

ds  
re  
m  
p-  
ve

es  
ne  
i-  
st  
ss  
ic

## Again a New High Record

**459,800**

*Average net paid sale weekday  
and Sunday for the six months  
ended September 30, 1928.*

The New York Times reports  
a new high record average  
net paid sale . . . . . **459,800**

The gain over the corres-  
ponding period last year  
was . . . . . **29,558**

The average net paid sale weekdays for this  
six months period was 418,687 copies,  
Sundays 697,337.

No other newspaper of high quality circu-  
lation has equaled The New York Times  
gains in the past two years.

Complete, nonpartisan, accurate, informa-  
tive and interesting, The Times steadily  
wins the public approval of a growing body  
of intelligent readers.

The net paid sale Sunday, September 30,  
was 721,898 copies; the average sale of the  
weekday edition for the week ended Sep-  
tember 29 was 435,249.

**The New York Times**

Oct. 4, 1928

OFFICE OF THE PRESIDENT  
**CURTISS CANDY CO.**  
 CHICAGO ILLINOIS

OTTO Y. SCHMIDT  
 PRESIDENT

AMERICA'S FAVORITE  
**Baby Ruth**

July 5, 1928

Mr. J. E. Byrnes,  
 True Story Magazine,  
 165 N. Michigan Ave.,  
 Chicago, Illinois.

Dear Mr. Byrnes:

I have authorized a schedule of 12 color inserts  
 in True Story, starting with your September issue.

True Story's great newsstand sale has always im-  
 pressed me to the extent that I will spend with you  
 \$90,000.00 in advertising our "Baby Ruth" which is  
 made in billions for America's millions, during the  
 next twelve months.

Your ability to sell 2,000,000 copies on the newsstand  
 every month, at 25¢ a copy, is to my mind the strongest  
 testimonial in the world. This popularity with the  
 American public is a striking endorsement of True Story  
 as an advertising medium not only for a five cent candy  
 bar, but for every product priced for mass consumption.

Yours very truly,  
 CURTISS CANDY CO.

Otto Y. Schmitz  
 Otto Y. Schmitz  
 PRESIDENT

OTS:EP



**"I will spend  
\$900,000  
in True Story during  
the next twelve months"**

*Otto F. Schnering*

**A**NOTHER great, national advertiser ADDS True Story to his list of magazines.

This vast circulation—producing the largest newsstand circulation revenue of any magazine published—has proved its profitability to advertisers, too.

Fleischmann's Yeast won inquiries from True Story at a cost "below the average."

Carnation Milk was swamped with 17,000 recipe requests from their first advertisement.

Borden, Jello, Post's Bran Flakes, Rogers' Silverplate, Lux and Kodak are among those profiting from True Story's phenomenal circulation.

Not merely "circulation";  
A New Market!

Tremendous public acceptance—the largest newsstand (voluntary) sale in the world—makes for reader interest. But True Story's remarkable responsiveness is due to the fact that its

*readers generally read no other great, national magazine.... They*

*are of the Wage Earner strata—newly prosperous for the first time in marketing history—and True Story is the only great national magazine edited for them; "the only magazine they read."*

Baby Ruth, Post, Lux, Carnation and others, have heretofore been reaching the old "white collar" market with several of the many magazines piling up their circulation there.

But in True Story's monster newsstand circulation they have found nearly 2,000,000 new readers who may be reached only through True Story.

*Write for "The New Family Market," a handsome book describing the new True Story Wage Earner market today. True Story, 1922 Broadway, New York City.*



*Keystone of the Hearst Newspapers*

# One of the OLDEST

—of the 28 Hearst Newspapers which combined are read by more than 20 million people—the New York American for over a quarter of a century has been a conspicuous example of successful newspaper building by the Hearst organization in America's greatest city.

The circulation of the Sunday New York American—1,127,476 copies—is larger than that of any other standard New York Sunday newspaper. In Metropolitan New York alone the American's 781,407 circulation represents a coverage of 44% of the English speaking families who buy standard New York Sunday newspapers.

Readers of the Sunday American pay 10 cents for their favorite newspaper—a total of \$5,862,896 annually—nearly twice the amount paid for the next standard New York Sunday newspaper.

The Daily American—the only 3-cent morning newspaper in New York City—is read by well over 200,000 people—and is increasing steadily in circulation.

Both as a publication and an advertising medium the New York American ranks with the greatest newspapers of the world.



NEW YORK  
1834 Broadway

CHICAGO

711 Hearst Bldg.

DETROIT

General Motors Bldg.

SAN FRANCISCO

625 Hearst Bldg.

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

# Postmaster General New on Postal Rules Governing Prize Contests

Contrary to General Opinion, It Is Permissible, Under Certain Circumstances, for a Manufacturer to Insist That Contestants Use His Merchandise Only

OVER 600 pages of fine type are required to record the innumerable laws and regulations governing postal matters. Tucked away among these 600 pages is a single paragraph which has played havoc with the promotion plans of scores, and probably hundreds, of advertisers. What is more, this lone paragraph has probably been responsible also for holding up at the Post Office the entire issue of more than one publication.

The paragraph to which reference is made is labeled Section 473. Because it so vitally concerns advertisers and publishers, the paragraph is printed here in full:

No letter, package, postal card, or circular concerning any lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance; and no lottery ticket or part thereof, or paper, certificate, or instrument purporting to be or to represent a ticket, chance, share, or interest in or dependent upon the event of a lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance; and no check, draft bill, money, postal note, or money order, for the purchase of any ticket or part thereof, or of any share or chance in any such lottery, gift enterprise, or scheme; and no newspaper, circular, pamphlet, or publication of any kind containing any advertisement of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance, or containing any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes, shall be deposited in or carried by the mails of the United States, or be delivered by any postmaster or letter carrier. Whoever shall knowingly deposit or cause to be deposited, or shall knowingly send or cause to be sent, anything to be conveyed or delivered by mail in violation of the provisions of this section, or shall knowingly deliver or cause to be delivered by mail anything herein forbidden to be carried by mail, shall be fined not more than one thousand dollars, or imprisoned not more than two years, or both; and for any subsequent offense shall be imprisoned not more than five years. Any person violating any provision of this section may be tried and punished either in the district in which the unlawful matter or publication was mailed, or to

which it was carried by mail for delivery according to the direction thereon, or in which it was caused to be delivered by mail to the person to whom it was addressed.

To the layman, that paragraph conveys little information. That is not strange, since laymen will always experience difficulty in making head or tail out of legal phraseology. But what is strange, is that apparently the paragraph is not clear either to lawyers or to Post Office officials. It has been the cause of constant doubt and continual bickering. Its language is so indefinite that nobody appears to know exactly what Congress actually meant. About all that may be stated with certainty is that Section 473 governs the use of prize contests run by manufacturers when these contests involve the use of the mails.

If precedent is any guide, there is just one safe thing for any advertiser or publisher to do when a prize contest is being considered—submit it to the local postmaster for a ruling. If the local postmaster is in doubt, he will take it up with Washington. All this takes time, but it is a precaution well worth observing in view of the fact that if it is not done the advertiser or publisher is likely to find himself in a mess of trouble.

Some advertisers appear to think that because a contest run by another manufacturer has been approved by the local postal authorities in one city, that a contest patterned along similar lines will doubtless gain the approval of the powers that be in another city. Unfortunately this does not always follow. If the interpretation of Section 473 were up to the courts, each decision would set a precedent that would govern future cases. But inasmuch as the interpretation of this section is up to the local postmaster, and since he can be quite arbitrary in his rulings, pre-

vious decisions do not offer a safe guide.

It does seem as though Section 473 is antiquated. Undoubtedly it could stand revision in view of present-day conditions in the field of merchandising. This, it would seem, is a matter for the various advertising and trade associations to take up. As it is, however, the law has to be taken as it stands and what advertisers and publishers appear to be most anxious to know is exactly what the situation is with regard to the legality of insisting that contestants use only the merchandise of the promoter of the contest.

For example, in the August 30, 1928, issue of *PRINTERS' INK*, starting on page 68, there appeared an article entitled, "A Jobber Started This National Contest." The article described a contest successfully run by M. C. D. Borden & Sons, Inc., New York. This company is the maker of Borden Fabrics, and on February 1 of this year it announced a national dress-making contest for the spring and summer of this year. Fifteen hundred dollars in prizes were offered, the contest to open May 1 and to close July 15. One of the conditions of the contest was that any garments entered had to be made of Borden fabrics of certain specific patterns.

Shortly after the article appeared *PRINTERS' INK* received a number of letters from manufacturers who wanted to know how it was that the Borden company got through the Post Office with this contest. "We have always been under the impression," was the tenor of these inquiries, "that the Post Office would not permit the use of its facilities in connection with a prize contest that demanded the use of the merchandise of the manufacturer promoting the contest."

In view of this rather general uncertainty concerning what could and could not be done, the matter was taken up with Postmaster General Harry S. New. He was given a clipping of the *PRINTERS' INK* article referred to, together with a clipping of an advertisement of the Martin Cantine Company, fea-

turing a prize contest, which appeared in a recent issue of *PRINTERS' INK MONTHLY*. He was told that the New York Post Office had informed *PRINTERS' INK* that ordinarily it would not be inclined to pass a contest of the Borden type, but that it would and did pass the Cantine contest. Yet both of the contests had rules which insisted that the advertiser's merchandise be used. Mr. New was asked specifically upon what grounds these two rulings were based and why the contest of the Martin Cantine Company was approved by the New York Post Office while the Borden contest was not, although both contests appeared to be very similar in nature. His answer follows:

OFFICE OF THE POSTMASTER  
GENERAL

WASHINGTON, D. C.

September 25, 1928.

*Editor of PRINTERS' INK:*

I have your letter of the 21st instant, requesting information with respect to certain prize contests to which you refer.

In reply I beg to state that contests in which prizes are offered for the best results produced by the contestants, judges to determine which work in their opinion is the best submitted, are not regarded as objectionable under the postal laws governing prize schemes when no consideration or charge of any kind moves from the offeree to the offerer. A requirement that the particular product of the advertiser be used is a consideration. This objection may be overcome by the promoters by furnishing free to contestants sufficient of the product to enable the making of the test, or by opening the contest to all makes or brands of the article to be used, or by limiting the contest to those who had the particular goods of the advertiser on hand prior to the date of the announcement of the prize offer.

The above rule with regard to the element of consideration applies only to those contests in which the determination of the winning entries is left to the discretion of the judges. If the contest is purely

More Than  
200,000  
Daily**Los Angeles Examiner**More Than  
440,000  
Sunday*"Greatest Salesmen in the West"*

5c. DAILY

OCTOBER 4, 1928

10c. SUNDAY

**COOKING MATINEES RESUME IN  
L. A. WITH OVERFLOW CROWDS****FOOD ACCOUNTS ARE  
GIVEN BIG IMPETUS**

THE women of Los Angeles want to know how to cook better, and they want to know just what branded food products they should use!

That fact was firmly established when The Los Angeles Examiner's Cooking Matinees reopened, following the summer recess, on Tuesday afternoon, September 25th, with the auditorium at Barker Bros. beautiful store crowded to capacity, and more than 1,000 unable to gain admission.

**Trinity of Artists**

With Julien Perbost, Maurice Coudert and August Schaarschmidt, all from the famed movie hotel, the Roosevelt, in Hollywood, acting as guest-chefs, and Prudence Penny, of the Examiner's Household Economics Department, directing affairs, the women who attended received a lot of inside information on the preparation of dishes that have intrigued appetites in rendezvous socially popular throughout the world.

Autographed recipe cards containing the names of the Examiner-advertised food products that were used, were handed the women attending, obviating the necessity of taking notes while the program was in session. A brilliant organ recital was a prelude to the rise of the curtain on Prudence Penny's kitchen on the stage.

**QUALITY!**

DEDICATED TO BETTER HOMES



Only '535  
for this  
Beautiful 8-Piece  
Elizabethan Type  
Dining Room Suite

QUALITY, character, dignity are expressed in  
every detail of this magnificence.

It is of Early English type (Elizabethan), especially  
popular today in the better class American homes. It is built of solid oak  
—the finest and most durable. Dining room furniture because it  
withstands usage, without repair, for greater economy than other woods.  
This color is a rich nut brown—the fine Early English tone.

The eight pieces include the large Refectory Table, 48 inches by 88 inches,  
closed, and which extends to 8 feet; the handsomely carved 72-inch side-  
board, the five side chairs and one arm chair, which are also handsomely  
carved and have spring leather seats.

For those who desire to spend less for a Dining Room Suite, we have many  
handsome and price-driven sets for \$335. On the other hand, we  
have even more valuable suites, priced up to as high as \$650.00.

All told, we have upwards of 55 Dining Room Suites here from which you  
may choose.

The Elizabethan Suite Illustrated is shown in one of our windows this week.

The privilege of deferred payment may  
be arranged by responsible parties.

**California Furniture Co.**  
644-646 BROADWAY  
INTERIOR DECORATORS

The California Furniture Co., one of Los Angeles' most exclusive stores, offers a suite to Examiner readers at \$335. This long-established firm has been an Examiner advertiser for years.

**L. A. FISH CANNERIES****SET STATE RECORD**

WITH a total value of \$11,301,397, fish canned in the harbor district led all other sections of the state in 1927, according to a statistical report just issued by the State Fish and Game Commission.

Total value of the state's output was stated to be \$23,348,516, the seventeen canneries in the harbor area contributing almost half of the amount.

Sardine canning for the season, which closed in June this year, showed a total of 878,175 cases for this district.

*One of the 28 HEARST NEWSPAPERS read by more than 20,000,000 people*

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

one of mathematical or mechanical skill and certainty in which the selection of the winners does not rest in the discretion of the judges, the presence of the element of consideration is immaterial.

The solicitor of this department advises me that the Borden contest was passed upon as being acceptable for mailing after a showing made by the attorneys for the promoters that the dresses submitted by contestants were to be judged by a definite point system according to the score card for school, house or street dresses published in Circular No. 90, issued in January, 1927, by the Department of Agriculture. The judges were not to award the prizes for what they considered the best dresses submitted according to their personal taste, fancy or whim, but for the dresses scoring the highest number of points according to a definite system for judging dresses.

The contest matter of the Cantine company was accepted for mailing after the Department had received assurance that the conditions of the contest would provide that the company would furnish free of charge to any contestant upon request a supply of Cantine paper sufficient to enable that contestant to compete for the prizes.

In view of the wide variety of prize contests it has never been practicable for the Department to lay down a set of rules which would cover all cases, and each particular plan is considered upon its own merits. However, the sender of doubtful matter may submit an exact specimen of same to the postmaster at the office where the matter is intended to be mailed sufficiently in advance of its publication to enable that officer, if he is in doubt as to its mailability, to obtain for his official information and guidance a ruling thereon from the solicitor for this department.

I trust that the information herein contained may be of assistance to you.

HARRY S. NEW,  
Postmaster General.

Edward V. S. Winchester has bought the advertising business of Cave & Cave, South Norwalk, Conn.

## Personal Salesmanship Also Is Partly Capitalized Good-Will

THE W. J. McCAHAN SUGAR REFINING & MOLASSES COMPANY

PHILADELPHIA, SEPT. 19, 1928

*Editor of PRINTERS' INK:*

Could you furnish me a reprint or a clipping of the article entitled "The Investment Value of Advertising for a Going Business" on page 40 of the September 13 issue of PRINTERS' INK?

Mr. Dickinson's figures or even his method of figuring, as given in the above article, could not be applied to manufacturers in every industry. Nevertheless the fundamental principle remains the same even though the ratio of possible increments of profit and of good-will compared to advertising expenditures is much lower than in the example given by Mr. Dickinson.

On one minor point I take issue with Mr. Dickinson. If it is true that money spent in good advertising can be considered as partly capitalized good-will, the same, though possibly to a lesser extent, can be said of good personal salesmanship.

LOUIS V. PLACE, JR.,  
Vice-President.

## Dates Set for Associated Business Papers Meeting

The Associated Business Papers, Inc., New York, will hold its fall meeting November 15, 16 and 17 at New York. The program will start with a keynote luncheon, which will express the thought of organizing business and the business press in co-operative trade development.

On the morning of November 16 there will be held simultaneous advertising, editorial and circulation sessions with a luncheon that noon under the auspices of the National Conferences of Business Paper Editors, which will be holding its annual meeting jointly with the Associated Business Papers. William Butterworth, president of the Chamber of Commerce of the United States, will be one of the principal speakers at the banquet to be held on the evening of November 16.

## New Western Automotive Publication

*Service Station Management* is the name of a new trade publication, devoted to the service station field in the West, which is being published by the Trade News Publications, Inc., Los Angeles. James H. Collins is editor-in-chief, C. Parke Smith, business manager and Noel E. Mather in charge of advertising and promotion.

## H. G. Kebel Joins Graybar Electric Company

H. G. Kebel has joined the Graybar Electric Company, New York, in an advertising capacity. He formerly was with the Magazine Repeating Razor Company and the Gold Dust Corporation, both of New York.



## Playing to S.R.O. at Examiner's Cooking Matinee!

**ACT I**—We found the Chefs. And the fine hotels and clubs of San Francisco have a name for retaining good ones.

**ACT II**—Prudence Penny of The Examiner outlined the program. She has quite a reputation among San Francisco housewives herself.

**ACT III**—We told them about it in The Examiner.

**ACT IV**—The photo shows a few of the 1,000 and then some who responded to the first Examiner Cooking Matinee in the Auditorium of The Emporium, one of the greatest department stores in the West. (More than 2,000 were turned away for lack of space.)

**EPILOGUE**—Somehow, it seems that this must have some bearing on the fact that The Examiner leads in *National Groceries Advertising Lineage*—and in some four out of five other *National Advertising Classifications* as well, in San Francisco.

Examiner Food Advertisers are having their Products used at these Matinees.

One of the 28 HEARST NEWSPAPERS read by  
more than twenty million people

**FIFTH IN NATIONAL ADVERTISING  
LINEAGE AMONG U.S. NEWSPAPERS**

# San Francisco Examiner

Daily, 186,890

Sunday, 368,928

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

Oct. 4, 1928





**The largest  
magazine  
for MEN**

**The Elks**  
*Magazine*

850,000 Identified Subscribers

50 East 42nd Street      New York City

# Big Business

*has its eyes on*

# LIBERTY!

**R**ECENTLY a survey was made to determine how many officers, directors and committee members of the National Chamber of Commerce were **LIBERTY** readers. There were 289 of these men who rank high on the national roll call of big business.

Here's what we learned.

Read <b>LIBERTY</b> regularly	67
"    "    occasionally	37
Secretary says read <b>LIBERTY</b>	5
<i>Total</i>	<b>109</b>
Not readers of <b>LIBERTY</b>	94
Secretary says not readers	
of <b>LIBERTY</b>	6
<i>Total</i>	<b>100</b>
Out of town, impossible to see	80
<i>Total number</i>	<b>289</b>

So then: of the 209 members reached by this roll call, 67 or 32.1% read **LIBERTY** regularly, 109 or 52.1% read **LIBERTY** regularly or occasionally. It is not surprising that big business men read **LIBERTY**. It is edited for a busy, fast-moving world. And the men of business are investing more money for advertising in this four year old magazine than in any other weekly except one.

*Now*  
over 1,500,000  
average net paid  
circulation guar-  
anteed...For 1929,  
a larger circu-  
lation and no  
increase in adver-  
tising rates.

**Liberty**  
*A Weekly for Everybody*

# Estimating in Advance the Success of a New Style

What the Du Pont Viscoloid Company Did When It Decided to Originate a New Vogue in Toiletware

As told to Roland Cole

By Clarence F. Brown

Director of Sales, Du Pont Viscoloid Company

THERE are recurrent periods of danger in the life of almost every kind of product when it seems to reach the peak of its vogue. Popular taste shows a restless tendency to take up with something new, buying becomes perfunctory and dealers show no enthusiasm for superficial innovations. Something radical is needed to shake up a brand-new interest in the whole market. Both consumers and dealers must be provided with new reasons for making new purchases, and hitched to that there is the still bigger and graver need that whatever is brought forth to electrify the world will live up to the promise. Not only must the new style or design be good enough to justify the hope of success, but there ought also to be some way of knowing in advance that it actually is going to be successful.

A situation like this came about in connection with Pyralin toiletware. Pyroxylin toiletware was introduced into this country in 1905. During the intervening twenty-three years, there were few fundamental changes. The articles comprising the usual Pyralin set have remained the same. Since the introduction of our Du Barry pattern, thirteen years ago, the shapes of these individual items have been all fancy and all similar. With the exception of the use of pearl, introduced in 1924, the materials have been much the same. Amber has been used as a base for the last ten years and as a solid material for fifteen years. And during this twenty-three-year period we have seen the greatest style changes that have ever taken place in a like period and the greatest and most revolutionary changes in our mode of living since

the present-day civilized world began.

Our business needs just one thing today—and only one—a radical change in style—not a minor one or several minor ones—new colors—a few new sets—but a new vogue in toiletware.

It is one thing to decide that a new vogue in toiletware is needed and it is entirely another actually to create that vogue. For "vogue" pre-assumes widespread public acceptance.

There is just one way to do it—find out first what the public wants, make it, then take it back to the public and prove to yourself that you have correctly interpreted their wants. That is what we started to do in February, 1927—we undertook the task of finding out what the public wants in order to re-style and create a new vogue.

## A STAFF OF EXPERTS

We realized that we did not have in our organization that particular type of artistic and creative and merchandising ability to do a complete styling job. So we built up a staff of experts who had these abilities and are accustomed to do such work, acting as our investigators and stylists. The work of this staff involved the creating of style ideas and checking these ideas in relation to the selling side and the production side, and, after the articles had been decided upon and made up by the factory, checking them with the consumer so that the consumer's response and acceptance could be measured and known before the merchandise was offered for sale.

Pages upon pages of reported interviews were compiled. We went about the stores and gathered the opinions of merchandise styl-

ists—experts sensitive to style changes and trained in style interviewing. We called upon the director of the Metropolitan Museum of Art and through his auspices we added to our staff an authority in architecture, interior decoration and period design, Mrs. Verna Cook Salomonsky, critic at the New York School of Interior Decoration, and co-author of books on antique furniture.

Among the modern influences which had their effect upon the findings of our staff were the following: The vogue for color; extreme simplicity; less useless articles; toileware designed to harmonize with the decorative ensemble of the room will be given a continued display on the dresser-top; the effect of modern art in articles of merchandise; the beauty influence in perfume bottles and toilet requisites; the vogue for decorative boxes in period design and modernistic styles; the vogue for exquisite decorative lamps and shades; the movement to use the fine arts at the Metropolitan Museum in designing articles for home use.

#### A NEW MATERIAL DEVELOPED

One of the problems encountered by our staff of experts was the development of a new material with the hard surface qualities of jet, stone and porcelain—that would conform to sharp or soft-edged shapes—that had no limitations in the way of reproducing designs, as to the amount of design area, as to the location of the design on the article, as to the character of the design—that had no limitations as to the character or number of colors used, whether the colors used were dull, brilliant or metallic—and that designs and colors could be faithfully reproduced. This meant not only the development of a new material but a new process.

We believed, after seeing the results of our months of style, color, material, decoration and manufacturing research, that we had in our new "Lucite" line, the very thing the toileware business needed, but, we asked ourselves, were we sure? No, we decided,

we were very far indeed from being sure.

So we commissioned a member of our styling department to find out. A series of meetings was arranged with representative groups of women and girls. Sets of the new "Lucite" patterns were taken to these meetings, together with sets of the most popular pearl on amber lines. Over a thousand women were interviewed, representing a cross-section of ages, classes and occupations. Among the groups to whom the new patterns were shown were college and club women, women editors of style magazines, women in art and interior decoration schools and individual groups representing average business women and average housewives. We found these women and girls keenly interested in seeing these lines and glad to record their opinions. Seven out of every ten selected a "Lucite" set as their preference, which in our opinion was evidence enough that we had created a new vogue in toileware, the success of which was assured in advance. Three out of every ten preferred a pearl or amber Pyralin set, which showed that in spite of the large preference for Lucite, there was still a worth-while market for Pyralin.

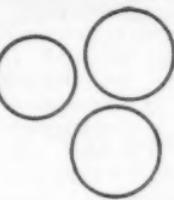
In February, 1928, we called a meeting in New York of all the distributors of the Du Pont Viscoloid Company and showed them a complete display of the new line. We could truthfully say, "Lucite is not designed for the buyer of toileware—for you distributors or for your dealers. You may not like it. It is made for the ultimate consumers. And we have proved that it is what they want."

By July, production reached the point where we were ready to supply our distributors with Lucite in quantity. Salesmen with samples of the new line, an advertising portfolio and other literature, called on distributors and began taking orders.

The first advertising announcement that our company had created this new line of toileware appeared in the September issues of a number of trade periodicals in the toilet goods, drug and depart-

# Markets may be:

like  
this



-or like  
this



In other words, *definite* or *indefinite*.

A definite market is one having a well-defined area, which in most cases is determined by geographical conditions.

An indefinite market is one whose area is uncertain, and, as a rule, merges into surrounding trade territories.

Both markets may be equally good but they differ in their methods of exploitation. An indefinite market may justify to a certain extent a wide and loose type of circulation, since no one knows how far the boundaries go or from whence customers may be drawn. But a definite market calls for a strictly concentrated market circulation, for here all the consumers are known to live in a definite area.

The Los Angeles Market is one of the most distinct and separate trade units in the United States, and the Los Angeles Times fits the field from every newspaper standpoint. Here is a market twice the size of Rhode Island, 50% more densely-populated, furnishing over 3% of the country's income tax-returns, and separated from other markets by mountains and vast stretches of desert. Here the Los Angeles Times concentrates not only its circulation but its energies, interests and allegiance.

By having a wonderful job to perform, knowing what it is, and doing it with might and main, the Los Angeles Times has naturally become DOMINANT AND SUPREME.

# Los Angeles Times

#### Eastern Representative:

Williams, Lawrence & Cressner Co.  
380 N. Michigan Blvd. 285 Madison Ave.  
Chicago New York

#### Pacific Coast Representative:

R. J. Bidwell Company  
742 Market St. White Henry Stuart Bldg.  
San Francisco Seattle

ment-store fields. The first advertisement is a two-page spread headed, "Du Pont announces—Lucite—a new material—a new process—new profits."

This two-page spread has on its left-hand page a reproduction, in black and white, of a four-color page advertisement which is to appear in a list of women's and class magazines, announcing Lucite to the general public. On its right-hand page there is an illustration of three specimen mirrors of the new line, with a caption explaining that the designs shown represent "Ming," "Empire" and "Orchis" patterns of Lucite. Here is the way we are telling this, to us, very important story to our trade:

Once in a great while a new product is developed by a company with years of experience in a certain field—a product which has grown out of those years of experience and research, a product whose success is assured long before it is offered for sale.

Such a product is the new Lucite Toiletware—created from a new material and with a new process (patent applied for) developed by du Pont, the makers of Pyralin, which make possible entirely new effects, new colors, new styles—creating a new vogue in toiletware.

Hundreds of women of varying ages and occupations were consulted before the new Lucite patterns were finally decided upon. The trend of modern design and interior decorating was carefully studied. The new creations in Lucite are therefore made to order for the women of today—thoroughly in harmony with modern art and fashion.

Therefore we know that this new line of boudoir accessories will open up a new market, and we are backing our judgment by carrying our story to the women of the nation. Striking full-page, four-color advertisements will tell our story to millions of readers in national magazines. A reproduction of the first of this series is shown on the opposite page.

Lucite is *style* merchandise. It is entirely new. As such, it deserves preferred position in your window and on your counters. Tie up with our advertising and make it your advertising and make your sales of toiletware this year greater than the most successful year in all your experience. Advertising material is at your disposal on request.

Lucite offers a new opportunity for profits in toiletware. Write us for complete information.

The complete campaign includes the following principal features: Page advertisements in the October and November issues of the

trade publications mentioned; a series of page advertisements in color in a list of women's and class magazines during the fall and winter; full pages (fifteen in color, three in rotogravure) in the November 25 and December 9 issues of the Sunday magazine sections of newspapers in eighteen cities; a twenty-page portfolio, entitled "Behind the Scenes," describing the campaign in step-by-step fashion with reproductions in full color of the consumer advertisements; and a 16-page color insert for jobbers' catalogs with illustrations of the full Lucite and Pyralin lines. There is a line of dealer helps that comprises counter and window displays for displaying samples of the new line, an electric flasher display, envelope enclosures and reprints of consumer advertisements in colors; a monthly bulletin to retail clerks presenting selling ideas on Lucite; and a Lucite Pattern and Color Chart that is intended for use behind the counter in helping retail salespeople suggest to customers the correct color and pattern of Lucite to go with the color schemes of rooms and types of decoration.

The first consumer advertisement contains the heading, "Du Pont Announces Lucite," and the subhead, "New accessories de toilette fashioned from a new material by a new process—created for the modern boudoir." To the consumer the story is presented as follows:

Now a new surface to reflect the warm glow of shaded lights, a new material in new, translucent colors which delicate craftsmanship has fashioned into all those exquisite accessories for the *toilette* which every woman must have . . . Lucite.

A new process (patent applied for) and this gleaming, delightful material make possible for the first time authentic reproductions which play a harmonious part in the colorful *ensemble* of the modern boudoir.

Lucite accessories for the dressing table have been created by leading authorities in design and interior decoration with the co-operation of the Industrial Arts Service of the Metropolitan Museum of Art.

Lucite is on display at the leading stores the country over. By all means see it! Charming, modern, correct, yet the price is within every woman's reach.

An interesting merchandising

## QUESTIONS we like to answer

No. 4

# Do Subscribers Read Nation's Business *with Interest?*

1. 56% of the subscribers (A.B.C.) renew their subscriptions (63% of them for three years).
2. 500 letters of comment are received from subscribers every month.
3. Advertisers who check returns get profitable results.
4. Steady, consistent growth in circulation from 27,000 to 300,000 in ten years with no use of premiums or contests.



BRANCH OFFICES in New York, Chicago, Cleveland, Detroit, Atlanta and San Francisco will gladly furnish other examples of this unusual reader interest.

# NATION'S BUSINESS WASHINGTON D.C.

# Advertising is the Farmer's New Hired Man

*but much of his  
success depends upon  
his employer*

**T**WENTY years ago agricultural thought was focussed largely on the task of "making two blades grow where one grew before."

Today the major problem is, "what shall we do with the extra blade?"

The orange growers of California have successfully met the surplus bugaboo with the aid of advertising. Starting with an appropriation of \$7500, Sunkist orange advertising has continued with increasing vigor for 22 years, without a break.

It has been built on this simple strategy: First, to determine all the uses for oranges. Second, to develop all the facts regarding the benefits of eating oranges. Third, to determine the uses and facts of most interest and value to the public. Fourth, to present those facts in the most attractive and convincing fashion.

Although varied in physical form, every Sunkist advertisement has been built on that foundation. This educational advertising has served the public as well as the citrus industry.

Oranges are no longer a holiday luxury. Their healthfulness is recognized by doctors, dieticians and laymen alike. The modern child is fed orange juice from infancy. Originally a winter business, sales are now as great in summer as in winter. The orange is king of fruits and orange juice a national beverage. While the consumption of apples and certain other fruits has slowly declined, the average American has increased his consumption of oranges from 32 to 55 oranges a year—and been better for it. "Sunkist" is a household word, synonymous with dependable quality.

For several years the California orange industry has been unique in American agriculture. It has had no surplus to depress prices. Its growers are prosperous.

The California Fruit Growers Exchange,\* which represents 75 per cent of the industry, does a business of 120 million dollars a year. Its Sunkist orange advertising has cost only one per cent of sales.

Small wonder that the 11,000 grower members of this great co-operative marketing organization look upon advertising as their new hired man. Literally, it has delivered the goods.

Industries that envy the Sunkist success should remember that advertising would have been of little value without a strong organization, skillful management, a good product, orderly distribution.

\*A client of Lord & Thomas and Logan for 22 years.

## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
400 North Michigan Avenue  
LOS ANGELES  
1151 South Broadway

NEW YORK  
247 Park Avenue  
WASHINGTON  
400 Hibbs Building

LONDON  
Victoria Embankment  
SAN FRANCISCO  
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained, collaborating with other Lord & Thomas and Logan units to the client's interest.

feature in connection with the new line is its packaging. A series of gift boxes has been designed so that each color and pattern of Lucite can be displayed and sold in "sets." There are three sizes of gift boxes, a three-piece set, a six-piece set and ten-piece set. Artistically designed price tickets, matching each of the color schemes, go with each set and gift box. The "set" plan is expected to help the retailer sell more merchandise and the "price ticket" idea, it is hoped, will be an incentive to sell Lucite at uniform prices. Moreover, carrying and selling the articles in sets should do away with the accumulation of odd pieces in retail stocks.

Another interesting feature of the Lucite line is a number of so-called "accessories." The survey made by our staff of experts revealed the fact that there is a decided vogue among women for odd pieces on the dressing-table in addition to the regular pieces. To meet this need, we have made a number of boxes to match all Lucite designs and colors, which include a beauty box, a manicure chest, a jewel case and a cigarette box. These will be sold as extras.

#### Purchases "The Electragist"

*The Electragist*, formerly published as the official organ of the Association of Electragists, International, Chicago, has been purchased by the Electrical Trade Publishing Company of that city. Beginning with the November, 1928, issue, the magazine will be enlarged and the name will be changed to *Electrical Constructing*. S. B. Williams will be retained as editor.

#### Has Johnson & Johnson Baby Products Account

Johnson & Johnson, New Brunswick, N. J., have appointed Young & Rubicam, Inc., New York advertising agency, to direct the advertising of their Baby Products Division. This is in addition to the advertising account of the First Aid Division, which is also directed by Young & Rubicam.

#### L. S. Moore Joins Copperweld Steel Company

L. S. Moore, recently advertising manager of the Electric Controller & Mfg. Company, Cleveland, Ohio, has become associated with the Copperweld Steel Company, Glassport, Pa.

#### E. J. Mehren, Editor, "Magazine of Business"

E. J. Mehren, vice-president and editorial director of the McGraw-Hill Publishing Company, New York, has been appointed editor of the *Magazine of Business*, which recently came under McGraw-Hill control through the consolidation of that organization with the A. W. Shaw Company, Chicago. He has been with the McGraw-Hill organization for twenty-one years, five of which he has held the position of vice-president and editorial director. He was at one time associate editor of *Engineering Record*. Subsequently he was editor of that publication and editor of the *Engineering News-Record*, formed through the consolidation of the *Engineering News* with the *Engineering Record*.

#### Paul Blakemore Heads Coolidge Advertising Company

Paul Blakemore has been elected president of the Coolidge Advertising Company, Inc., Des Moines, Iowa, succeeding the late Ivan Coolidge. Mr. Blakemore, who will also be general manager, joined the Coolidge agency in 1922 as a copy writer.

R. H. Cary has been elected vice-president and Henry J. Kroeger, secretary. Kerr S. Forman, who has been with the Coolidge agency for nine years, the last six of which he has been art director, will serve with the officers on the board of directors.

#### W. E. Anderman, Assistant Publisher, Detroit "Times"

W. E. Anderman has been appointed assistant publisher of the Detroit *Times*, of which Roger M. Andrews is president and publisher. Mr. Anderman will continue his duties as business manager, a position to which he was appointed about a year ago. He has been with the *Times* about six years and formerly was with the *Chicago Daily News*.

#### Piano Account to Smith, Sturgis & Moore

The Brambach Piano Company, New York, maker of grand pianos, has appointed Smith, Sturgis & Moore, Inc., New York advertising agency, to direct its advertising account.

#### R. J. Failor Joins "Chain Store Review"

Ralph J. Failor has resigned from Eddy & Clark, Inc., Akron, Ohio, advertising agency, to join *Chain Store Review*, New York, in a sales promotional capacity.

#### Appoints Porter Agency

The Institute of Current Literature, Cambridge, Mass., has appointed The Porter Corporation, Boston advertising agency, to handle its publication advertising.

28  
a-  
di-  
lb-  
en  
of  
er  
on-  
he  
de  
ni-  
ce-  
fe  
of  
he  
or  
ed  
n-  
ng  
ge  
ed  
ng  
c-  
r.  
al  
in  
e-  
n  
s,  
rt  
n  
d  
i  
i  
r  
7  
:



# First Impressions— *Casting Impressions—*

**B**UYING IMPRESSIONS" — through use of that ever active advertising medium—outdoor display.

The modern advertising agency, realizing the need to use all the influences which operate on the subconscious mind of the consumer in first impressions which follow through to the positive, conscious conviction that ends in the will to buy, recognizes the power of outdoor display. The Gardner Advertising Company, makes striking use of outdoor display as a part of the comprehensive campaign on Pet Milk. The poster takes a prominent and interesting place in the harmonious whole of this campaign in which all of the units, from leaflet to magazine page, are coordinated in idea and color.

—Over

# Outdoor Advertising thru

24 SHEET PO



THE reproduction of the 24-sheet poster is a sample of the seasonal posters prepared for Pet Milk. They carry the function of outdoor advertising far beyond the point of mere "reminder" advertising which was once supposed to be the limit of the use of such displays. They themselves tell a complete story.

THE NATIONAL OUTDOOR

# Our Advertising Agency



MINIATURE  
24 SHEET POSTER



COUNTER  
DISPLAY

THE Pet Milk displays emphasize the broader influence of the poster by carrying far the "merchandising" of the poster. Reproductions, 30 by 60 inches in size, are produced for display inside the store. Miniatures of the big poster are placed on store doors and in windows. Special display material tying up with the poster is used inside the store.

ADVERTISING BUREAU, Inc.

# OUTDOOR ADVERTISING

## *Through Your Advertising Agency*

THE Gardner Advertising Company has maintained membership in the National Outdoor Advertising Bureau, Inc., since its inception. There has never been an occasion when authentic information on plants and posting conditions in all sections was not immediately available through the Bureau.

The confidence the Gardner Advertising Company has in the Bureau is reflected by 225 other advertising agencies of equally high standing. They recognize the value of an organization geared up to give data on locations, service, upkeep, checking information, statistics, trade co-operation — so essential for successful outdoor advertising.

To achieve complete coordination in an advertising campaign the obvious method is to place all factors through the advertising agency. The close cooperation the Bureau offers the agency makes such a method extremely practical. Your agency has the necessary details.

*National Outdoor Advertising Bureau*

INCORPORATED

New York

Chicago

Detroit



G

We D

HO

to  
he s  
hat c  
elling  
every  
what  
How  
fore t  
as a  
already  
he p  
resen

It  
point  
e the  
Regar  
venin  
time s  
omer  
commi  
d dou  
import  
ng th  
ran to  
hem  
time i

Now  
ow a  
ole, m  
ministr  
hat v  
ax bu  
een s  
o ide  
change  
ve pr  
opposit  
etail.

The  
plan  
of no  
fairly  
ng op  
issue  
weekly  
The  
sales  
ludes  
ness;  
structi

cau

# Orders Are the Best Kind of Salesman's Report

We Do Not Clutter Up a Salesman's Day by Requesting Time Consuming, Lengthy Reports

By Jas. H. Warburton

Sales Manager, Marietta Chair Company

HOW much time can we afford to have our salesmen give to the sales department's program that cannot be classed as strictly selling work? In other words, every time we add on at one end what must we lose at the other? How much detail does it take before they find it necessary, or use it as an excuse, to cut down on the already too short productive time—the proverbial two hours in the presence of prospects?

It would seem that the focal point for any sales manager would be this *productive time* period. Regardless of how many times he reminds his salesmen that it's the time spent in the presence of customers and prospects that pays commissions, salaries and dividends, I doubt that there is any more important work than that of showing them how and doing all he can toward making it possible for them to convert non-productive time into actual selling time.

Now, in our organization we follow a very simple program—simple, meaning limited or easy to administer. In fact, it is so much so that we may be accused of being lax but the results thus far have been so satisfactory that we have no idea of making any material change. There was a time when we pursued almost a completely opposite plan and were buried in detail.

The idea back of the Marietta plan of relieving road salesmen of non-productive work can be fairly well defined by the following opening paragraph of a recent issue of "The Mariettian," our weekly sales department bulletin: "The most valuable man in any sales organization is he who produces the most 'acceptable' business; offers an *occasional* constructive suggestion or plan, and

doesn't find time to complain or alibi." In short, the salesman's one function is to get the business.

A Marietta salesman is required to make but the briefest daily report. In fact, his orders constitute the important end of the report. This is typical of the reports that come:

	Anytown, 8/10/28
John Smith & Co.	sold
Frank Jones	out of town
I. Katz	stocked up
Home Furn. Co.	sold
Palace Furn. Co.	buyer sick
Royal Furn. Co.	sold

The salesman need not send in such a report every day. He can wait until the week closes if he chooses, as most of them do. But his orders are to come promptly. I am frank to say that the amount of time I devote to looking over a "call list" amounts to about a once-over glance but I do look for and at the orders—and how!

If the salesman who made Anytown on 8/10/28 had written seven pages—a page about each dealer—and had written a few more pages about "conditions," he wouldn't have been able to improve much on the above brief report. I don't give two whoops why Frank Jones is out of town or where he has gone; it's too bad Izzie Katz is stocked up; I am sorry that the buyer at the Palace is sick and the chances are a letter of sympathy will go to him, but I am particularly pleased to note that John Smith, the Home Furn. Co. and the Royal bought.

So it goes day after day—or week after week—with each salesman on the job. There is one thing, however, that each man is required to do and that is to send in a route sheet for the following week and it must be in the office not later than Thursday morning

—not for the sake of checking up on his movements, so much, as to allow the accounting department to reach him with information concerning the standing of any accounts needing special attention and also to allow the sales department to reach him quickly. But it, too, is as brief as the Anytown typical report; just a list of towns and mail addresses. It takes a man who has covered his territory as many as three times about ten minutes to make it out. Each man routes himself without any help from the office. If he isn't capable of covering his territory to the best advantage he's not good enough to sell the line. I am not running a checker game—moving dummies hither and yon.

A Marietta salesman could work for months, if he chose to do so, without writing a letter. If a dealer wants some advertising material, catalog, newspaper mats or a repair part for a damaged piece of furniture the salesman notes it on his order. The briefer our men make their reports—so long as all orders are clearly stated—the better we like it. When they have something of importance to say, however, we want it. But they know our attitude on "conditions" reports—that we consider them largely as so much argument in favor of their failure to sell. Orders are the best reports. Lack of orders means poor reports.

"How under Heaven are you going to know what's what in the field unless you invite or require detailed reports from your men? How do you know what the market wants, what your competition is and a hundred other things?" Somebody's bound to ask these questions, so in one paragraph I'll answer them all: There are at least five executives in our organization—two at the factory and three branch managers—whose job it is to keep in touch with the furniture markets, marketing conditions, etc., and they have their own way of doing it without using the salesmen as market investigators. It is true that those salesmen who live in the headquarters cities, as several do, come in frequently and they like

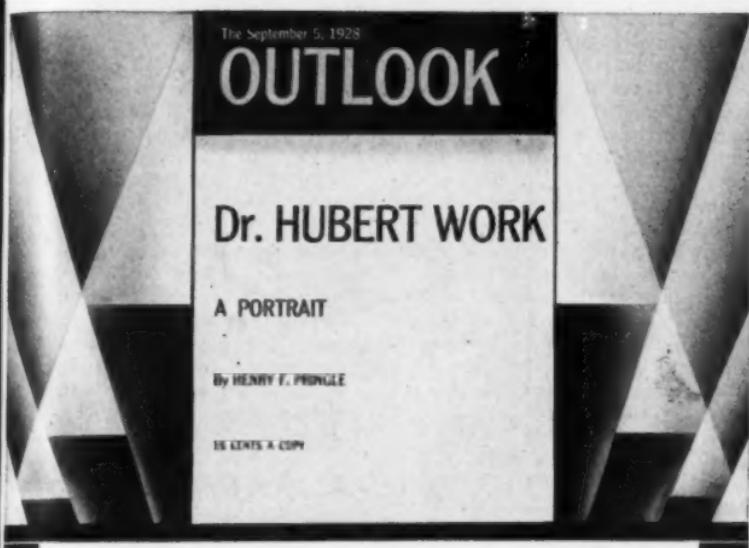
to talk things over—and we listen. It is also true that most salesmen will insist upon telling what they know, even though they do it of their own time. Psychology plays a part in this scheme.

So long as we don't encumber our salesmen with extra detail only require the simplest and briefest of written records; allow them to map out their own course but make it plain that it's their job to produce, the less cause they have for complaint and the easier it is for me to hold them to the straight and narrow route to the most desirable objective of all—orders. I will not, if I know it, give a salesman the opportunity to come back at me, when I tell him that I want more business out of his territory, with, "Well if you didn't load me down with a lot of fool stuff that isn't selling work and would let me work my territory the way I want to I'd get the business."

#### A GOOD EXCUSE TURNS BAD

Last week one of our longest in service men thought he had a peach of an excuse for not having closed more business on Monday. A dealer had asked him to go five miles out to sell an occasional chair to a doctor's wife. It was so good that he had to write a special letter about it, in which he made this comment, "A lot of my dealers now expect me to go out and sell stuff for them and if this keeps up we may have to do the dealer's work before we get the orders." My reply was about as follows: "It would be a wonderful service to your dealers for you to go out and make sales for them before they placed their orders but if you were to do this you would be worth not much more than one first-class retail salesman—you could spend all your time in one place. In the meantime your territory would grow up in the weeds. It's all right to give a customer a lift occasionally—but only under special circumstances. Your job is to keep moving; to see as many dealers as possible, as often as possible, and sell them your line—not to go out and do their work for them. We are

Oct. 4, 1928



**T**O DAY, the *Outlook* is a brilliant, illustrated weekly, devoid of conservative "bunk" on the one hand and radical hysteria on the other. It is surveying with crisp frankness everything from Radio Control to Companionate Marriage. Its editorial method will be found in no other magazine: a shrewdly written review of all the news in short paragraphs, amplified in supplementary articles by the most provocative young journalists in the country.

Its circulation increases week by week. Its old subscribers are either cheering or kicking with an articulate interest they seldom showed before. Its market is on the rise.

It aimed its circulation at the progressive rich—and got them! Eighty out of every 100 of its readers live in those regions that pay 80% of all income tax returns, 78 out of every 100 own the homes they live in, 64 out of every 100 are business proprietors or major executives and 21 out of every 100 are principals in concerns rated at over \$1,000,000. *Follow the Outlook into prosperity* at prevailing low rates by reserving your 1929 schedule now.

# The Outlook

120 East 16th Street, New York City

*"A Weekly For Those Who Read to Remember"*

FRANCIS RUFUS BELLAMY, *Editor-Publisher*

W. M. L. ETTINGER, JR., *Advertising Manager*

Offices: Boston Chicago Seattle Atlanta San Francisco Los Angeles

manufacturing goods for resale not to be *retailed* by our own organization."

If a Marietta salesman wants to help a dealer dress a window; rearrange his stock; go out with him to put over a sale, or do any one of the "dealer aid" stunts there is no objection on our part. We are glad to see him co-operate with a customer in any way, so long as he doesn't neglect the other 250 or more dealers in the territory. He knows that he isn't expected to do these things—at the expense of his working hours and full quota of calls per day, week or month.

There are a few other "do's" and "don'ts" that should be mentioned: 1. Our men are required to straighten out their own mistakes—if an order is incorrectly made out, as to price, terms or specifications, it goes back to the man who pulled the boner. This has broken up the old, time-consuming evil of having the "office" try to straighten out by mail with the customers, slipshod orders. 2. While our men are not used as collectors, they are called upon by the credit department to go after the slow accounts as a matter of last resort—it's the last step in the collection system before placing an account in the hands of the commercial agency. 3. Each salesman is supplied with a complete list of dealers for his territory—the list is "approved" as to ratings so he doesn't have to guess at who are safe to sell. Any new dealer—not on the list—is sold subject to the usual credit department procedure. 4. Each man receives copies of all letters going to his territory; all inquiries are promptly referred to him but he is seldom diverted from his regular route to follow them up.

Regardless of what this article might indicate that we fail to do for our men; or what we fail to require of them in the way of extra work; or how much of the responsibility for success we place upon their shoulders; or the little importance we seem to place upon some of the so-called good-will building efforts among the trade or the material for permanent re-

ord of current consumption, I am quite sure that every Marietta salesman would tell you that he is not only receiving the kind of co-operation that means the most to him but that he would rather work under our plan than some other, if not any other.

At least they know what their job is—that they are to spend every available minute in the presence of customers and prospects that they are to cut the distance between orders to the minimum and that no complicated, time consuming, office-devised scheme is going to be put in their way to clutter up the day's work.

#### Changes in "Fashionable Dress"

R. J. Warren, president of the Ciss-Way Company, New York, has been elected chairman of the board of *Fashionable Dress*, New York. Hodgen M. Love, advertising director, has been elected vice-president and a director.

Other recent additions to *Fashionable Dress* are John B. Hart as treasurer and R. H. Norton, as secretary. Fred Trebitach, who has been president for the last fourteen years, continues in the capacity.

#### To Represent Catholic Publications in West

*The Rosary Magazine*, New York, has appointed Thomas W. Farrell as a Western representative, with headquarters at Chicago. Mr. Farrell, who formerly was vice-president of the Irving V. Koch Company, Chicago, will also represent *The National Holy Name Journal*, Somerset, Ohio, official publication of The Holy Name Society of America.

#### Campaign Planned for Drum and Barrel Equipment

The Des Moines Foundry & Machine Company, Des Moines, Iowa, is planning an advertising campaign on Bar-Mov'r, a specialized equipment for handling drums and barrels. Business papers and direct mail will be used. The Coolidge Advertising Company, Des Moines, will direct this campaign.

#### Reginald Faragher with Minneapolis "Daily Star"

Reginald Faragher, formerly with the St. Paul, Minn., *Pioneer Press and Dispatch*, in charge of their radio advertising departments, has joined the advertising department of the Minneapolis *Daily Star*.

The Newspaper which  
offers most to its  
READERS  
offers most to the  
ADVERTISER



BECAUSE there's 50% more news in The Oregonian than in any other Portland newspaper\*... because that news is more complete\* and of higher standard... because no expense is spared in bringing the best to its readers... The Oregonian has attained the largest body of subscribers served by any Pacific Northwest newspaper!

Because it is read with thoroughness, confidence and re-

spect, The Oregonian enjoys a greater reader-preference than do the other three Portland newspapers combined!\*

Extra value to readers contributes greatly to the extra advertising value which The Oregonian gives to its advertisers. It explains why The Oregonian, now as always, has the largest circulation and largest advertising volume of any Portland newspaper.

\*From a recent survey.



# The Oregonian

*The Preferred Newspaper of the Pacific Northwest*

Circulation: over 106,000 daily; over 160,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK  
285 Madison Ave.

CHICAGO  
333 N. Michigan Ave.

DETROIT  
312 Lafayette Blvd.

SAN FRANCISCO  
Monadnock Building

# MORE THAN A IN SUNDAY

**S**EVEN daily newspapers in Boston . . . Three of them carry most of the national and local advertising. Each of these three has a Sunday edition.

Why is the *Globe* the only one of the three that holds its reader group in Metropolitan Boston almost intact over Sunday, while the others lose 35% and 65%, respectively?

Why does the *Globe* not only carry more department store advertising on Sunday than the next three Sunday papers combined, but also lead in total department store space—*both daily and Sunday*—by 45%?

Why does the *Globe* lead seven days a week in four of the five major display classifications, *including* automotive advertising, in which Sunday copy is the rule?

The simple answer is that the *Globe* is definitely the *home newspaper* in Boston, daily and Sunday. Week-day home coverage is proved by Sunday circulation—and recognized by both local and national advertisers.

The *Globe*'s editorial policy is built around home interests. It has a larger local reporting staff and carries more suburban news than any other Boston newspaper.

## *The Boston*

# SUNDAY STORY

## LEADERSHIP



Its school news occupies an important place.

Its Household Department, recognized nationally as one of the best, has served Boston women faithfully ever since it was established in 1894 as the first "women's page" in American journalism.

Men look to the *Globe* for the final word in business and sport news, and they like its editorial page because of all Boston newspapers the *Globe* is the only one unfettered by factional interests—political, religious or social.

In Boston's retail trading area live 3,000,000 people. Average family wealth is \$9,000—fourth highest in the United States.

The *Globe*, as the seven-day home newspaper in this tremendously rich market, merits first consideration by national advertisers.

Our booklet will help you in determining how best to sell in the Boston market. Send for a copy.

### Facts on Boston and the *Globe*

Boston's shopping area ranks fourth in population, third in per capita income tax returns. Average family wealth is \$9,000, saving deposits, \$2,000. Metropolitan Boston is within 12 miles of Boston's City Hall. From this area Boston department stores draw 74% of their business.

Here the *Globe* is definitely the home newspaper, as proved by circulation and advertising. It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their greatest market in the home, including automobile advertising, the *Globe* also enjoys a substantial lead.

# Globe



# Their Every News Need

Supplied by  
These Eight

## Home(Booth) Newspapers

Michigan outside of Detroit represents a rich prosperous market. Its buying power can be successfully and economically reached by these eight Booth Newspapers.

They carry news and feature services that guarantee complete reading by every member of the family.

Grand Rapids Press

Flint Daily Journal

Saginaw Daily News

Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

I. A. KLEIN, *Eastern Representative*  
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*  
6 North Michigan Ave., Chicago

**THE BOOTH PUBLISHING CO.**

*Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed*

# A Red Ball on a Field of White

The Japanese Flag Furnishes an Object Lesson to Those Who Over-Reach Themselves in Their Efforts to Make Their Advertising Different

By Kenneth Collins

Advertising Manager, R. H. Macy & Co., Inc., New York

I HAVE seen little modern art used successfully in retail advertising. True, there has been an avalanche of advertisements lately in which the grotesque has crowded out the sensible—but to call these examples of modern art is as far from the truth as possible.

The keynote of modern art, as I understand it, is simplicity. It is a brave attempt on the part of artists and designers to bring a charming utilitarianism into contemporary life, to discard non-essentials, to eliminate *jim-cracks*. Yet, in the name of this movement, advertisers everywhere have filled the columns of newspapers with zig-zag rules, with great masses of gray, and with exotic decorations and neurotic women. They have used type faces which have been designed with a naive disregard for the laws of optics; they have written copy so stilted and self-conscious that even the average college freshman would recognize its deficiencies.

It would seem that the very thing which the leaders in the modern art movement are attempting to do is the very thing which many advertisers are ignoring. What we want, in the name of that movement, is simplicity—the elimination of over-ornamentation—the use of visual elements to give harmonious effects. What we are getting in much of this imitative pseudo-modern style is ornateness and confused effects.

Part of a talk delivered September 25 before the sales promotion division, National Retail Dry Goods Association.

I have no desire to criticize the physical appearance of all of our present-day advertising. I am convinced that it is, in general, better executed than ever before—but where improvement has taken place it has been largely the result of returning to the best methods of artists and type designers of an earlier age, rather than the result

of any inspiration derived from the modern movement.

There are, of course, authentic examples of modern art in present-day advertising. For the most part these are serviceable and very charming; I have no quarrel with them. In fact I wish they could be more widely adapted. But some stores use a series of jumbled masses, ragged lines and shapes—under the impression that this form of distortion

makes for modern art.

Modern art *does* employ distortion freely, but only when it serves some esthetic end. No competent artist in the new movement would for a moment justify the use of these weird effects simply to arrest the eye, unless for the purpose of accenting something.

Perhaps this point of view might be best summed up by quoting Sheldon Cheney's "Primer of Modern Art," in which he says:

Don't make the mistake of judging a thing as modernistic just because it is rough.

Distortion is rife in modern art. Some of it is willful, unnecessary, and unjustified by any esthetic gain.

The timid, scandalized, academically-trained Average Citizen has a right,

perhaps, to ask "what's all the shootin' for?" if no new bird has been brought to ground. . . .

In other words, if there is no logical reason for distortion, it is ridiculous.

If we analyze briefly what has been happening to the three elements that go to make up the physical appearance of an advertisement, we may get a better understanding of how far short of the principles of modern art most of our advertising is today:

(1) The first element is art work. I think there will be little disagreement with the statement that most of the drawings we are reproducing today are immeasurably better than those of ten years ago. They are drawn with more fidelity and with far greater skill. But this, clearly, is not the result of any improved technique or of any influence which the modern movement in general has had upon commercial art. It is simply the result of the fact that the example of the national advertiser and the common sense of the retail advertiser have forced us to employ better artists who can do better work. The scale of art payments has steadily risen until today we do not hesitate to call upon the services of men and women who five years ago were considered the exclusive property of the agencies.

It is true that many drawings do illustrate new techniques, but where these mannerisms have been employed they have usually served to take interest away from the one thing which the drawing was meant to do: Namely, to portray the merchandise accurately and attractively. Artists, eager to do something different, have drawn with fuzzy, furry lines, have introduced charcoal backgrounds, have cluttered pages with long, winding, serpentine shadows, have obscured type and figures with wash, have—in short—done everything they could to distract the reader's attention and to make the merchandise completely secondary.

There is nothing particularly difficult about this kind of drawing. In fact it is by far the easiest way out. The artist who employs an extensive gray wash in back of

his drawings, or who lets the engraver do his work for him by laying Ben Days all over the drawing itself, is certainly not overworking. And even though we use better artists than ever before, artists are just as human as advertising men and will take the easiest way out. And they will continue to take this easiest way out so long as we are willing to permit them to do in a few minutes with a brush or a piece of charcoal or a soft lead pencil what it would take several hours of skilful work with a pen to do.

I sometimes think that it is a safe rule to bar nearly all tones from drawings that are secured by the use of half-tone screens. They are not faithful to the tones of the merchandise being illustrated, they reproduce badly in newspapers, and they cost a great deal more to make than do line cuts.

Of course, plenty of people will defend these smudgy effects in drawings and will even claim for them that they have a close relation to what is truly modern art in its use of masses and solidity. But you will observe that when these terms are applied to architecture, or to a piece of fine Swedish silver, or to an upholstery fabric, you are dealing with entirely different elements.

You look at the outline of a building, or at the polished side of the silver, or at the surface of the fabric, and are content to simply see a mass and are pleased that its outlines are simple and solid in their appearance. But an advertisement—by virtue of the fact that it is something that must be read—must be broken up with type, with pictures, with spacing—and you find it is impossible to secure that same mass effect. Consequently what we do is to use these masses in little isolated spots all over the page, with the result that instead of securing simplicity and solidity, we simply get a spotting that is decidedly unfortunate and certainly not in the spirit of the modern movement—since this spotting does not serve any logical purpose.

(2) The second element in the physical appearance of our adver-

The Butterick Publishing  
Company

takes pleasure  
in announcing the appointment

of

Julian U. Cargill

as

Eastern Advertising Manager

g

S. R. Latshaw  
*President*

2605 GRAYBAR BUILDING, NEW YORK

tising is type. Ten years ago things looked pretty black in the field of retail advertising, to the man who had any respect for good type faces and their proper use. We were setting advertisements extensively in such ugly faces as Cheltenham, Hancock, De Vinne, Post Old Style, Della Robbia and Gothic. Most of these type faces have gone into the discard. There is probably still some legitimate use for Cheltenham; certainly there is for Gothic—but to use such heavy faces for the advertising of fine merchandise was a thing that even their designers could not have advocated.

In place of these types we have reverted to many that are more intelligently designed. Bodoni, English Caslon, Bruce, Cochin—these and others are becoming deservedly popular. A few delicate new type faces have been designed, such as Schoenschrift and Eve, which (while they are not eminently practical for general use and break up rapidly) are nevertheless very charming in certain kinds of layout.

#### LEGIBILITY FIRST

All these faces have been designed by men whose chief concern was to make them as legible as possible, considering display value as a secondary thing. Without being new, they are in the spirit of the modern movement which demands simplicity with the maximum of utility. They are the types we are accustomed to seeing in standard books, from the time we first began to read. This is well worth noting, for the things we have seen over a long period of time are the things that are most visual and the most easily understood. The farther, therefore, we get away from these standard type faces, the harder our advertisements become to read.

But here is the worst part of the story: Along with our reversion to accepted type faces has come an influx of new ones which appear to be modern but which are quite the contrary in that they are caricatures of what type should be. They are thin where they should be thick and thick where they

should be thin, according to the laws of Optics; and the characteristics of the letters are almost lost in a fantastic attempt to make them bizarre, grotesque, different. It is a misnomer to call them "modern" type faces, for they are as far away from simplicity and legibility as possible.

The program of this convention has display type set in one of these faces. It is called "Broadway"—a very appropriate name for a jazz type in a jazz age. It is characteristic of the others.

These type faces are bad intrinsically. The characters are hard to decipher and they are so designed that they space themselves badly, as when an "o" is placed beside an "n." Furthermore, they are very black and when used exclusively as display type give an advertising page the appearance of having had ink thrown at it in some unpremeditated way. This is inevitable since these "modern" type faces are so improperly designed that they are unreadable when reduced below the size of display type.

Now, an advertisement is not a lot of isolated units. It should not be black and then gray and then black. It is a composition as a whole which should be pleasing to the eye and easily read; when such faces are used as these newly designed ones, this fact is completely ignored.

I think it is interesting to notice, in connection with the use of these so-called "type-faces" that no popular book, even a reasonably cheap one, is ever printed in a type face that is not easy to read. You could not sell a book if people had to pore over it to decipher the words. Yet, in much of our retail advertising we seem to have forgotten this, and in our effort to be bizarre and different we have completely sacrificed legibility and harmony of color.

Before leaving the subject of typography in our present-day advertising, I think it well to call attention to the fact which we so often forget; that not only should the type matter in an advertisement constitute a harmonious whole, but the type and the illustration to-

## A Class Publishing Policy

STARTING with the January 1929 Issue, the entire edition of FASHIONABLE DRESS will be printed on coated paper, and effective January 1st, 1929, the advertising rate will be increased from Eight Hundred and Fifty Dollars to A Thousand Dollars A Page.

All advertising contracts placed on or before December 31st, 1928 will enjoy the present rate of Eight Hundred and Fifty Dollars a page for a period of one year thereafter.

The Monthly Trade Edition, commencing with the January 1929 Issue, will be mailed to 3000 Department Store Buyers and Executives. Advertisers in FASHIONABLE DRESS will earn an equal amount of space in the Monthly Trade Edition and at no additional cost.

FASHIONABLE DRESS thus offers advertisers a two-fold value — reaching both the Consumer and Department Store Buyer—cutting both ways at once.

Subsequent announcements in Printers' Ink will outline new features of interest to advertisers and agents.

# FASHIONABLE DRESS

Member Audit Bureau of Circulations



## AN ADDING MACHINE MANUFACTURE CHECKS HIS TOTAL

A MANUFACTURER of adding machines averaging \$325 in price writes this about the results he gets from Collier's—

"Not only is the volume of inquiries from Collier's greater than that derived from the other publications on our list, but the class of inquiries seems to be much better than the average . . . I am more than pleased with the results so far . . ."

This endorsement is typical of many that have come to Collier's from advertisers in the business field.

They say Collier's does a remarkable job among the business audience. That it is timed to the age of business action and invention in which we live.

With more than ever to do and see, Collier's recognizes that there is less time to read — and more demand than ever for important news, ideas, and information.

Newsy, pictorial and brief, Collier's is geared to reach the active families in America — that is why Collier's advertisers say "we use Collier's — for ACTION."

THE CROWELL PUBLISHING COMPANY  
NEW YORK



**Collier's ~ for ACTION<sup>11</sup>**

*Now more than 1,650,000*

# *The Next Time You Are in BOSTON*

Go to the two great terminals, the North and South Stations. Watch the people. Stand by the trains for the better suburbs . . . and you will see practically as many Transcripts as passengers.

The typographical appearance — the complete financial and world news — the comments on art, literature and drama — and the brilliant editorials explain why the best buying class insist on their Transcript.

## *Boston Evening Transcript*

*Highest ratio of BUYERS to readers*

*National Advertising Representatives*

**CHARLES H. EDDY CO.**

Boston      New York      Chicago

**R. J. BIDWELL CO.**

San Francisco      Los Angeles

gether should be something that shows that they have been designed as a unit. It used to be popular to let an artist make the drawing in any fashion he wanted and to let the typographer set the type in any fashion he wanted, and then to put the two together without any foreknowledge of whether they would blend.

#### WHAT IS TYPE?

Type is nothing, fundamentally, but a succession of thin and thick lines which are a mechanical reproduction of what you would place there if you used pen and ink. For the most part, the proper kind of an illustration to use in connection with such a mass of type is a pen-and-ink drawing. It repeats the elements of the type exactly and makes the advertisement a completely harmonious whole.

(3) The third element in the physical appearance of the advertisement is the layout. I suspect we have made our biggest improvement in this direction, and that here we have approached nearest to the principles of modern art. There has been a recognition of the fact that an entire advertising page—to arrest the eye and to be easy to buy from—must not contain a great many jarring elements, each one crying for attention, and no one as a consequence really gaining it. I sometimes feel that the layout-man is the most important person in the production of our advertising, for it is he who gives shape to the final product.

Of course, here again what is popularly known as "Modern Art" in advertising, and what is probably as far from being in the spirit of this movement as anything could be, has served to destroy the best effects.

I am constantly confronted with advertisements which have a series of bizarre, strange borders, advertisements with lines running criss-cross through them, and type superimposed over all manner of backgrounds; advertisements with figures set in at weird angles, and with long heavy charcoal lines—all atrocities perpetrated by certain layout-men and artists who are

laboring under the delusion that an advertisement has one function only: and that is to make you start with surprise and remark on how unusual it looks.

I think an advertisement in its entirety—layout, copy and artwork—should be a replica, so to speak, of what we try to do in the display of merchandise in our stores. Years ago we started taking down superfluous signs, streamers, banners and peculiar trims on ledges, in an effort to make the selling floor so free of obstruction that the customer could see from one department to another and could look at merchandise without being distracted by every conceivable color and obtruding object that the fancy of some display man could devise. At the same time we started cleaning up our store windows, showing less merchandise and making the backgrounds far simpler so they would not attract attention away from the objects being displayed.

We are all agreed that this is the correct method for laying out the floor in a store and for trimming the windows. Yet obviously, we are not all agreed that this is the correct method for laying out an advertisement, which is really serving the same function that the display cases in the store are serving.

The advertisements we are writing can do only one of two things: They can either sell ideas or they can sell definite merchandise. In the first case the headlines and the copy are all-important and everything else should be subordinated to them. In the second place, the illustration and accompanying copy are all-important.

We frequently disregard this—even in the use of simple rule borders—for borders improperly used serve only as a distracting influence. If you think of books for a moment you will recall that they are very rarely printed with borders around the page, but if by chance you have come across a book in which that unfortunate device has been used you will remember how disturbing it is to have that black line wave in and out as you move your eyes back

# New York Herald Tribune Advertising Records Achieve New Heights

THE Sunday, September 16th, issue of the New York Herald Tribune made a new advertising record with a total of 764 columns. This was entirely "full run" advertising and represented a gain of 104 columns over the previous Herald Tribune record.

This issue of the New York Herald Tribune published in excess of 100 columns more "full run" advertising than any other New York newspaper on that date.

The above is another of the high spots in the Herald Tribune's record of progress which includes—

The only New York standard size morning and Sunday newspaper to show advertising gains during July and August over a year ago.

An advertising gain of 168,706 lines during the first eight months of 1928 over the corresponding period of 1927.

The largest gain of any standard size newspaper for the years 1926 and 1927 over the preceding years.

## Business Leaders Recognize this Herald Tribune Achievement

"Herald Tribune record-breaking issue of Sunday confirms our judgment in using it consistently for our greater New York and suburban advertising. Congratulations to Herald Tribune for splendid achievement in building such an efficient advertising medium.

"ALBERT C. ALLEN,  
"Vice-president United Cigar  
Stores Co."

"The Herald Tribune is to be warmly congratulated on its impressive total of columns of advertising appearing in Sunday's edition. Such recognition by space buyers is the best testimony of the worth and coverage of an advertising medium.

"SHELDON R. COONS,  
"Vice-president, Gimbel's."

"Your Sunday issue was a splendid advertising showing and a great advertising medium. Because it is such an excellent medium, Davega have given the Herald Tribune more advertising lineage than any other newspaper in the past year.

"A DAVEGA,  
"President, Davega, Inc."

"Congratulations to Herald Tribune. Your success and splendid issue of Sunday is evidence of the ever-growing confidence of advertisers in the Herald Tribune. The Herald Tribune's policy of giving close consideration to each advertisement, large or small, has made for much good will.

"PERCIVAL K. FROWERT,  
"President, P. K. Frowert  
Advertising Agency."

"You should be proud of your Sunday paper. This success of Sunday can result only from sound business policies which have won for the Herald Tribune the admiration and support of readers and advertisers.

"H. N. BILLERBECK,  
"Manager of Media."  
"Barrows, Richardson & Alley  
Advertising Agency."

"So large a volume of advertising as carried by the Herald Tribune and the magnificent showing in Sunday's issue prove that your newspaper must be producing excellent results for advertisers.

"S. I. GODLEY,  
"President, Sternfeld-Godley  
Advertising Agency."

"The Herald Tribune is to be congratulated on the magnificent showing in Sunday's paper.

"H. H. LEVEY,  
"President, H. H. Levey Advertising Agency."

"We are proud to have contributed to the Sunday Herald Tribune's record-breaking lineage. Congratulations!

"IRWIN JORDAN ROSE,  
"President, Irwin Jordan Rose  
Advertising Agency."

"Sunday's showing is indicative of general acceptance of Herald Tribune by advertisers and proper acknowledgement of its growth in circulation and of the Herald Tribune's advertising productivity.

"A. J. O'FLAHERTY,  
"Manager of Media."  
"Alfred Wallerstein Advertising Agency."

NEW YORK  
**Herald Tribune**

and forth. Yet in an advertisement many layout men think nothing of putting the borders as close to the type as some poor devil of a compositor can get them, with the result that you can hardly read a line of the copy without having that border obtruding itself.

When an advertisement is designed to sell a specific piece of merchandise everything must be subordinated to a harmonious blending of illustration and type—both conceived by the same person—and each reproducing the elements of the others.

#### NIPPON SETS AN EXAMPLE

I realize that the chief argument advanced for getting away from these fundamentals is the necessity, in these days of furious competition, to increase the display value of advertising. But I do not think the right method is being chosen. Nothing is more dramatic, more eye-compelling, than the proper use of white space. I often think of the illustration used by Fred Farrar to make this point clear. He calls attention to the fact that the Japanese Flag is, no doubt, the most striking and dramatic of all national emblems. And why not? argues Mr. Farrar. There you have a red ball on a field of white. It centers attention on itself as surely as does the sun glowing all alone in the sky.

Advertisements with proper use of white space can be just as effective. And the advertisement itself remains what an advertisement should be: A thing to be read, not merely something to startle the reader into glancing at it.

#### New Accounts for Brandt Agency

The Certified Shoe Corporation, of Rockford, Ill., and A. E. Peirce & Company, investment securities, C. L. Schmidt & Company, stocks and bonds, and the Allied Radio Corporation, manufacturers of radio sets and supplies, all of Chicago, have appointed the Brandt Advertising Company, of that city, to direct their advertising accounts.

Magazines and newspaper rotogravure advertising will be used for the Certified Shoe Corporation. Newspapers will be used for the Peirce and Schmidt accounts. Magazines and business papers will be used for the Allied Radio Corporation.

#### Hupp Motor Makes Executive Changes

Following the resignation of Arthur Von Schlegell as first vice-president, secretary and treasurer of the Hupp Motor Car Corporation, Detroit, R. S. Cole, general sales manager since October, 1926, has been made vice-president in charge of sales. W. S. Graham, who has been production manager, becomes vice-president in charge of production, Ralph P. Lyons, who has been comptroller, has been elected treasurer, and George E. Roehm, assistant secretary, becomes secretary.

Charles D. Hastings is now chairman of the board of directors and Du Bois Young has been re-elected president and general manager. Although Mr. Von Schlegell relinquishes participation in the active management of the corporation, he remains on the board of directors.

#### Motor Accessory Associations Merge

The Motor & Accessory Manufacturers' Association, New York, and the Automotive Equipment Association Chicago have merged under the name of the Motor & Equipment Association. As soon as a new set of by-laws has been drawn up, a board of directors and new officers will be elected, and a permanent headquarters established. The new organization has more than 800 members.

The thirteenth annual convention of the Automotive Equipment Association and the tenth international exhibit of automotive products, which is under the direction of the association, will be held in Chicago during the week of October 22. The Motor & Accessory Manufacturers' Association, if present arrangements materialize, will exhibit for the first time at this show.

#### Organizes J. Fred Henry Company

J. Fred Henry has organized a publishers' representative business at New York, to be known as the J. Fred Henry Company. For the last four years, he has been secretary and treasurer of the W. B. Ziff Company and a director of the Popular Aviation Publishing Company. He also was, for five years, with Sears, Roebuck & Company.

#### Grocery Specialty Manufacturers to Meet

The twentieth annual convention of the American Grocery Specialty Manufacturers' Association will be held at Chicago on October 22 and 23.

#### Jason Rogers Leaves Kansas City "Journal" and "Post"

Jason Rogers has resigned as general manager of the Kansas City *Journal* and *Post*.

## The Young Man and Advertising

THE UNIVERSITY OF WISCONSIN  
MADISON, WIS.

*Editor of PRINTERS' INK:*

It seems to me that some time not very long ago you had sent me a list of references on advertising as a vocation. However, when I checked over my files this morning, I could not find such a list. Hence it is evident that if you did send it to me I have lost it. Would it be asking too much, therefore, for you to send me a copy of this list?

Some time ago you sent me six reprints of the article on "Breaking Into Advertising" by Roy Dickinson, which reprints I am now using. However, I should also like to get a list of recent references of other articles, whatever they may be, including the letter by Paul Faust to his son in college.

Once again your co-operation will be appreciated.

ARTHUR HALLAM,  
Assistant Professor of  
Business Administration.

FOR the benefit of Mr. Hallam and many other men who are being asked this fall by young men just out of school and college how to get into advertising, or what advertising offers as a career, we are appending a list of articles on the subject. The young man seeking advice who is referred to these articles either in the files of an advertising agency, a manufacturer's office or in the public library, will discover, if he reads them carefully, that they contain practical and complete advice on how to go about breaking into advertising, and what it offers to the young man who is in earnest about entering it.

There are many branches of the advertising business and most of them are covered in one or more of the articles to which reference is made. Most of the articles discuss the problem of the young man or woman who wants to take up advertising as a life work. Another phase of the subject is advertising as a training course for manufacturing. Many a young man whose father owns a factory is put into advertising as sort of a post graduate course after his college career. And it is a good place for such a young man to get a

well-rounded and thorough preparatory training.

This phase of the subject was discussed recently by the president of a successful manufacturing company who was formerly in the advertising business. "Advertising training teaches the young man to think logically and in terms of what the consumer wants," he said, "and for that reason it offers the finest sort of training for any type of manufacturing business making a product sold to the public. There was a time when groups of designers, production men and engineers worked out an invention, a new product, or changed the old. The sales department was not taken into the secret until the new or changed item was added as part of the line and production started. Then the sales department was told to sell the item which had been worked out. Today, a somewhat reversed process is more logical. The manufacturer must keep in closer touch with the changed buying habits of the consumer. He must keep his finger on the public pulse, see what consumers want to buy and then adjust his production processes to meet the public's mood."

The list of articles that have appeared in PRINTERS' INK over a number of years on advertising's opportunity for the young man follows:

"I Want to Break In—" p. 40, April, 1928. (P. I. M.)

"Improving the Chances of the Young Man in the Agency," p. 25, Jan., 1926. (P. I. M.)

"What Becomes of Advertising Managers?" p. 27, Oct., 1922. (P. I. M.)

"What Does the College Man Mean to Advertising?" p. 165, May 17, 1928.

"What Shall I Do to Become an Advertising Man?" p. 10, Mar. 15, 1928.

"On Breaking into Advertising," p. 106, Jan. 20, 1927.

"How Shall I Break into Advertising?" p. 57, Jan. 5, 1928.

"Advertising as a Career," p. 65, May 12, 1927.

"A Woman's Chance in Advertising Agency Work," p. 153, May 1, 1924.

"Advertising—the Literature of Persuasion," p. 97, Nov. 30, 1922.

"What Advertising as a Vocation Demands," p. 116, June 22, 1922.

"How Shall We Answer the Young Man?" p. 95, May 25, 1922.

"Advertising as a Career for College Men," p. 105, Mar. 4, 1920.—

[Ed. PRINTERS' INK.]

Oct. 4, 1928



ONE OF A  
series of  
institutional  
advertisements  
published by  
the Hearst  
Newspapers, ap-  
pearing in news-  
papers in eight-  
een key cities  
and in leading  
advertising  
publications.

# HEARST

*More than 20,000,000*

New York American  
New York Evening Journal  
Albany Times-Union  
Rochester Journal  
Rochester Sunday American  
Syracuse Journal  
Syracuse Sunday American  
Atlanta Georgian  
Atlanta Sunday American

# news

**E**AGER, restless, ambitious America has one great, dominating passion — *it wants to know!* Whatever happens—wherever it happens—America must know, and know at once.

Everything great, everything vital—it must know, but it must know lesser things too. It must know if a Balkan king slips from his tottering throne, but it must also know what took place yesterday in its home town—who died, who was married—all the thousand and one things that go to make up the budget of a day's news. Everything that happens, everything that is done or said or thought, must be known.

This eager, healthy curiosity, this desire to know, this eternal search for new, full light on every subject, dominates America. It has made America what it is. It developed America—discovered its gold and coal and oil—harnessed its electricity—founded its cities and schools—made its farms—built its factories.

And it gave America its newspapers.

No other nation demands so much of its newspapers as America; in no other country has this demand been met so fully and so admirably. No other country calls for and supports so vast a news-supplying service as does young, eager America.

No service less than that of the Hearst Newspapers would satisfy it, and they succeed in satisfying it only because their immense news-gathering service is made up of the brightest and ablest men obtainable, stationed in every part of the globe.

Hearst Newspapers are the greatest carriers of the commodity of *news* the world has ever seen. They comb the world for news—unceasingly, unfailingly—that in eighteen great cities giant presses may speed it out to the more than twenty million readers of Hearst Newspapers who "want to know"—and know at once.



Logo of the Hearst Newspapers

# HEARST NEWSPAPERS

## People Read These Newspapers

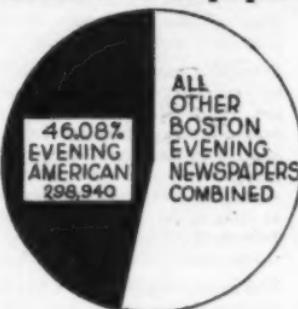
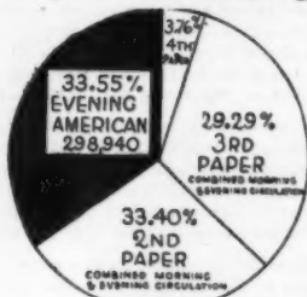
Chicago Herald and Examiner  
 Chicago American  
 Washington, D. C., Herald  
 Washington, D. C., Times  
 Boston Evening American  
 Boston Sunday Advertiser  
 Detroit Times  
 Baltimore News  
 Baltimore Sunday American  
 Omaha Bee-News

San Francisco Examiner  
 San Francisco Call  
 Oakland Post-Enquirer  
 Los Angeles Examiner  
 Los Angeles Herald  
 Wisconsin News (Milwaukee)  
 Seattle Post-Intelligencer  
 San Antonio Light  
 Pittsburgh Sun-Telegraph

*One of the twenty-eight HEARST Newspapers  
—read by more than twenty million people*

## Two Simple Charts

They have an important relation to the success of your advertising in Boston newspapers.



The above chart is based on the latest official total net paid circulation figures.

It indicates that your advertisement in the Boston Evening American reaches more homes than your advertisement in any other Boston evening newspaper sold separately or in combination with morning editions.

The American enjoys similar leadership in City and Suburban circulation—circulation within Boston's thirty-mile trading territory.

The above chart shows at a glance the standing of the Boston Evening American as compared with all other Boston evening newspapers combined.

The Boston Evening American has 46.08% of all Boston evening newspaper circulation.

During the last five years, according to official circulation figures, all Boston standard size dailies combined gained 139,633 circulation in City and Suburban Boston. Of this total the Boston Evening American gained 63,510 —nearly half!

*No advertiser can ignore such overwhelming supremacy*

# BOSTON AMERICAN

E. M. BURKE AND ASSOCIATES, INC.

*National Advertising Representatives*

New York

Graybar  
Building

Boston

5 Winthrop Sq.

Chicago

Old Dearborn  
Bank Building

Detroit

General  
Motors Building

*Member of International News Service and Universal Service*

*Member of Audit Bureau of Circulations*

**N**EWS is the currency with which reader-interest is bought. No newspaper ever grew great on a meager editorial bank-roll. The \*Chicago Evening American has so invested its news that it has for years been the leading evening newspaper of Chicago by a pronounced margin.

\*One of the 28 HEARST NEWSPAPERS read by more than twenty million people

**CHICAGO EVENING AMERICAN**  
  
*a good newspaper*

*Member of International News Service and Universal Service  
Member of Audit Bureau of Circulations*



## ***The Boone Man is made to your measure***

**THE BOONE MAN** is a newspaper representative made to your requirements. Through close contact with sales-managers, agency executives and space buyers he has become an encyclopedia of advertising and marketing facts.

He talks *your* language and talks it wisely and well.

---

New York Evening Journal	Chicago Evening American
Albany Times-Union	Baltimore News
Washington Times	Wisconsin News

Six of the 28  
**HEARST NEWSPAPERS**

*Read by more than twenty million people*

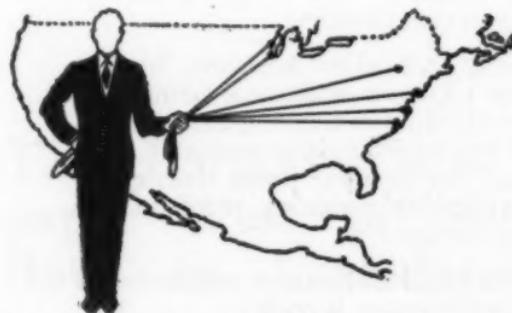
*Members of International News Service and Universal Service*  
*Members of Audit Bureau of Circulations*

He's not an egotist, but he *knows* he knows. He's not dogmatic, but he's emphatically informative.

**H**E doesn't talk out of his turn or "out of school" and can be safely brought into your councils and conferences.

For market data, merchandising plans, newspaper rates and coverage—call in the *BOONE MAN*.

Representing, as he does, six energetic newspapers in six major markets, the *BOONE MAN* is fitted to "sit in" and "help out."



RODNEY E. BOONE  
*General Manager, National Advertising*

9 East 40th Street  
New York City

CHICAGO  
Hearst Bldg.

BOSTON  
5 Winthrop Square

DETROIT  
Book Tower Bldg.  
ROCHESTER, N. Y.  
Temple Bldg.

# 16 + 469

Most advertising men know that The American Weekly is a magazine of tremendous influence in 16 principal American cities—

But that is only the beginning of the story!

In 153 cities of 10,000 population and over, The American Weekly reaches over 67% of the homes—from 4c to 50% in 119 more cities—from 30 to 40% in an additional 108 cities—and from 20 to 30% in another 105 cities! An amazing total circulation averaging almost every other family in 485 prosperous and populous American communities!

Not only that—The American Weekly reaches 1,826,507 additional families in thousands of other thriving communities—making an impressive national total of 5,646,898 families—more than every fourth English-speaking home in the United States!

Only one magazine has ever accomplished it—The American Weekly!

## THE AMERICAN WEEKLY

Gratest  
Circulation  
in the World

©1928 by The American Weekly

*Main Office: 9 E. 40th St., New York City*

*Branch Offices:*

WRIGLEY BLDG. CHICAGO	5 WINTHROP SQUARE BOSTON	753 BONNIE BRAE LOS ANGELES
.332 MONADNOOK BLDG. SAN FRANCISCO	1138 HANNA BLDG. CLEVELAND	191 MARIETTA ST. ATLANTA
11-256 GENERAL MOTORS BLDG. DETROIT		

---

---

# *Any Schedule Designed to Cover Los Angeles Must Begin With The*

## **LOS ANGELES EVENING HERALD**

**The Largest Daily News-  
paper West of Missouri—  
Both in Circulation and  
in Volume of Advertising**

REPRESENTED IN

New York by HERBERT W. MOLONEY 342 Madison Ave.	Chicago by JOHN H. LEDERER 910 Hearst Bldg.	San Francisco by A. J. NORRIS-HILL 610 Hearst Bldg.
--	--	--

**"One of the 28 HEARST NEWSPAPERS Read by More Than  
Twenty Million People"**

*Member of International News Service and Universal Service*

*Member of Audit Bureau of Circulations*

---

---

**WHEN** a newspaper serves the populace of a city . . . gains their confidence . . . and receives in return an expression of their favor through steadily mounting circulation figures, with advertising lineage in major classifications keeping pace . . . that newspaper becomes a most effective medium, and is an important ally of the retailer, aiding him in a quick turn-over of the merchandise on his shelves.

Yes . . . Sixty out of every Hundred families in Atlanta read The Georgian-American Every Day.

One of the twenty-eight  
**HEARST NEWSPAPERS**  
*Read by more than 20,000,000 people*

#### National Representatives

E. M. BURKE & ASSOCIATES, Inc.

420 Lexington Ave.  
NEW YORK

203 North Wabash Ave.  
**CHICAGO**

251 General Motors Bldg.  
DETROIT

5 Winthrop Square  
**BOSTON**

Member of International News Service and Universal Service  
Member of Audit Bureau of Circulations

# sell Pittsburgh with COLOR GRAVURE

**O**N SUNDAY, September 30th, the Pittsburgh Sun-Telegraph published its first COLORGRAVURE Section! This section consisted of four pages of COLORGRAVURE supplemented with several pages of monotone.

The Sun-Telegraph is the only Pittsburgh newspaper to offer COLORGRAVURE to its advertisers and readers, and is one of eight newspapers in the entire country publishing a COLORGRAVURE Section.

*"One of the 28  
Hearst Newspapers read by  
more than  
Twenty Million  
People"*

Sell the great and prosperous Pittsburgh market through this new and remarkably effective medium. Business is good in Pittsburgh—employment on an upward trend. COLORGRAVURE in the Pittsburgh Sun-Telegraph, read by more people than any other Pittsburgh newspaper, opens a new sales opportunity in this responsive market.

*Every Sunday in*  
**THE PITTSBURGH  
SUN-TELEGRAPH**

*Sunday Circulation Largest Ever Achieved by Any Pittsburgh Newspaper  
Member of International News Service and Universal Service  
Member of Audit Bureau of Circulations*

---

---

---

# Syracuse is no Problem —Ask the Chain Stores!

Chain stores, in order to keep goods moving from the shelves of many outlets, must have industrious merchandising and intelligent advertising. The eight chain organizations in Syracuse *all use the Journal!* The eight months' chain store lineage figures (M.R.) for 1928 were:

**Journal—106,167**  
**2nd paper— 90,657**  
**3rd paper— 5,457**

—And the Journal leads in National Food Advertising as well as General National Advertising. Get the facts!

## THE SYRACUSE JOURNAL

One of the 28 HEARST NEWSPAPERS with more than  
twenty million readers

*National Representatives*

**E. M. Burke & Associates, Inc.**

**420 Lexington Avenue  
New York City**

5 Winthrop Square  
Boston, Mass.

General Motors Bldg.  
Detroit, Mich.

203 North Wabash Ave.  
Chicago, Ill.

**CONGER & MOODY**

Hearst Building  
San Francisco, Calif.

117 West Ninth St.  
Los Angeles, Calif.

*Member of International News Service and Universal Service  
Member of Audit Bureau of Circulations*

# Making Store Displays Declare Extra Dividends

We Got 1,500 New Dealers as a By-Product of Our Method of Merchandising a Display Idea

By Harry Chirelstein

Vice-President, Sonatron Tube Company

A FEW months ago we were about to prepare some display material to send to our dealers. By way of preliminary investigation, we sought to answer the usual questions about display material. What is the attitude of the average dealer toward the average display? Does he look upon display material as a nuisance or does he respect it as an aid to his selling efforts? Does he make a deliberate selection from the great quantity of this material sent him, and if so, what guides his selection? How can a manufacturer cause his dealers to welcome his display material, respect it—and really use it?

We asked our salesmen and our jobbers' salesmen and they painted dark pictures of the oblivion to which display cards were almost without exception, they said, consigned. Nevertheless we were convinced of the value of display material when properly conceived and merchandised.

We thought we had a good display idea and we were aware that any idea, even the best of them, in itself means nothing. We would have to devise a successful method of gaining a real acceptance for our creation.

The display idea was nothing new. It involved the creation of a Sonatron Girl. Dressed in an intriguing fashion, she was to be placed in an interesting manner in combination with a giant radio tube.

We decided on four cards—each one showing the Sonatron Girl in a different pose. On one card she was to be seen riding on this tube, on another she was carrying it, on the third she was listening to it, and on the fourth she was seated



THESE ARE THE FOUR SONATRON GIRL CUTOUTS WHICH MADE SUCH A HIT WITH RADIO DEALERS. NO CHARGE IS MADE FOR THE CUTOUTS

upon it. The four cards thus had a continuity in the person of this attractive miss and the cards were identified as Sonatron advertising by the Sonatron label on the tube, the Sonatron logotype and our slogan—"The World's Largest Radio Tube Line." The cards were carefully designed by a good artist,

executed in four color process, cut out, mounted on heavy board and fitted with easels.

We thought she would serve our purpose pretty well, for we had succeeded in giving her an individuality, a spirit and a personality that we were certain would attract attention. Moreover, we had taken pains to see that the cards were of a size suitable for counter, window or other display. We had been careful to make them conform to the display needs of the average radio dealer and we had been careful actually to learn what these needs are.

Now it remained to capitalize on our idea by following through with a method of distribution that would really succeed in getting dealers to use the display. This is what we did:

We got up a broadside, measuring eighteen by twenty-four inches, that made a bold bid for the undivided interest of our dealers in these new cutouts. It was our intention through this mailing to create a desire to receive these displays and so to sustain that desire that our dealers would be reasonably sure to use them.

The broadside was of the "teaser" type, unfolding our story step by step as it was opened. The girl was represented throughout the broadside only in silhouette. She was further surrounded by mystery through the liberal use of question marks. The first page caught its recipients with this note of pleasant anticipation: "Wait till you see her!" The second fold went a step further. In fact several steps further, for it announced—"She's beautiful—fascinating, . . . etc."

Turning to the final spread of the broadside, the reader saw the answer to all this mystery—"The Sonatron Girl—in a Series of Four of the Most Beautiful Cut-out Displays Ever Created!" This final page was adorned with a full figure of the attractive miss, treated in silhouette, with skirts ablown, and with hands and head indicating a coyness calculated to charm the most hardened reader.

For the first time in a perusal

of this broadside, the reader met with several blocks of copy. He was acquainted with the size of the cards and told that they were paintings in full colors; he was informed that, although Sonatron had produced these cutouts at considerable expense, they were free to him.

Although our original intention was to send this broadside to Sonatron dealers only, we later decided to send it to the complete list of dealers in the country, totaling 30,000. This was done on the theory that while those who are not Sonatron dealers obviously could not use the display cards, the mailing would still serve as general publicity for Sonatron.

All four cutouts were ready for shipment and we intended to send them to the entire list of radio dealers. Nevertheless, as an afterthought, just to see what would happen, we attached a postcard to the lower right-hand corner of the broadside, on which we asked the dealer to indicate his desire to receive the two cutouts "which are ready for shipment," and to reserve the other two, "to be ready soon." To afford an opening for inquiry for new dealers, we inserted this phrase on the postcard: "If you are not a Sonatron dealer, check here for the Sonatron proposition and details of our great national advertising campaign."

#### NO CHARGE FOR THE CUTOUTS

Please note that all Sonatron dealers, regardless of whether or not they returned the postcards, would receive the cutouts. We did not want to make the receipt of our display cards contingent upon the dealers returning the postcard.

We did not want any strings attached to our distribution. Nevertheless we did want to place these dealers in an expectant frame of mind; we wanted, if possible, actually to have them on the lookout for our cards.

As I say, we were not urgently seeking replies—yet note the results: A total of approximately 3,000 postcards were mailed into our advertising department at Chicago. Fifteen hundred of these

were from our own dealers. The other half, 1,500 more, were from entirely new dealers, some of whom had attached orders for Sonatron tubes to their request for the cutouts. And we used an unstamped form of postcard.

Our Sonatron Girl and the broadside which introduced her were the subject of favorable comment for many weeks from dealers and jobbers. Requests came in through jobbers' salesmen and through our own salesmen. The original order for 20,000 of these cards was doubled. And naturally the response from new dealers gave a sizable impetus to our sales.

At one stroke then we had created an immediate and, we may say, enthusiastic acceptance for our display cards. Also we had added hundreds of new dealers to our organization. Yet it is interesting to note that in our broadside we did not paint the virtues of Sonatron tubes nor did we devote more than two lines of copy to the possibilities for profit in handling our line.

We followed through carefully. Wherever we sent cutouts, we also sent an attractive little folder entitled, "Ideas and Suggestions for the Profitable Display of the Sonatron Girl Cutouts," in which we illustrated six major points in a dealer's store where these cards might be displayed to best advantage, and incidentally sold the dealer further on the cutouts.

In my mind there is no question that if you make a dealer want your displays, if you can bring him to the point where he awaits their coming with interest, then you may be sure he will receive them with appreciation, respect their value and use them to his—and your—advantage.

In our case, we got the idea, had it carried out by an artist who knew what he was about, merchandised it without attaching any strings and followed through with suggestions for its use. And our results justified our labor.

#### With Minneapolis Agency

Russell D. McCord, formerly with the Minneapolis *Journal*, has joined the Harrison-Guthrie Agency, Minneapolis, as an account executive.

#### An Expert on Whipped Cream Offers Advice on Copy

CIT-RO-LAC PRODUCTS CO.  
CHICAGO, SEPT. 22, 1928.

*Editor of PRINTERS' INK:*  
The discussion on "Whipped Cream Copy," appearing in PRINTERS' INK of September 20 issue interests us.

As consulting dairy specialists, we are supposed to know more about whipped cream than "Whipped Cream Copy."

For the benefit of some of your readers who are more familiar with "copy" than with whipped cream, we will volunteer the information that cream should be whipped at a low temperature in order to stand up.

In other words, whipped cream is cream plus cold air.

While we admit that our knowledge of copy is rather limited, we believe that like whipped cream, "Whipped Cream Copy" will stand up best if it is free from hot air.

CIT-RO-LAC PRODUCTS COMPANY,  
PETER PETERSEN,  
Consulting Dairy Specialist.

#### Appoints Emil Brisacher and Staff

J. H. Fotheringham, Inc., owner and operator of avocado lands in Southern California, has appointed the Los Angeles office of Emil Brisacher and Staff, advertising agency, to direct its advertising account. Newspapers in the Middle West are being used.

#### "Farm Life" Advances H. I. Clemmer

H. I. Clemmer, who has been an assistant in the circulation department of *Farm Life*, Spencer, Ind., for seven years, has been appointed circulation manager, succeeding F. W. Taylor. K. K. Sloan succeeds Mr. Clemmer.

#### J. W. O'Mahoney Joins Smith, Sturgis & Moore

J. W. O'Mahoney has joined the staff of Smith, Sturgis & Moore, Inc., New York advertising agency, as account executive.

He was, until recently, associated with the Patterson Andress Co., Inc.

#### R. T. D. Hollowell with Non-Ferrous Ingots Institute

R. T. D. Hollowell, formerly secretary-treasurer of the American Face Brick Association, Chicago, has become manager of the Non-Ferrous Ingots Metal Institute, also of Chicago.

#### Starts Outdoor Advertising Business at Rome, N. Y.

Charles F. Luce has started a general outdoor advertising business at Rome, N. Y. He conducts similar enterprises at Elmira and Binghamton, N. Y.

# A Two-Way Plan for Building Trust Business

New Business and Advertising Departments Should Function Separately but Under One Supervisor

By Leopold A. Chambliss

Assistant Secretary-Treasurer, Fidelity Union Trust Co., Newark, N. J.

**I**F I were asked how our book-keeping and our credit departments were co-ordinated, I would answer that they are both under the same president.

In like manner, when I am asked how our advertising and our personal solicitation are co-ordinated, I reply that they are both under the same officer of the Fidelity Union Trust Company.

One of the worst jobs of co-ordinating these two functions that I ever saw came about by putting the two departments on the same floor of the bank building. It was as though two hands had been attached to the same body by separate backbones. It is true that these same departments were under the same president, but the connection was too remote.

It seems to me very important that these two functions should be under the direction of the same immediate chief.

Beyond this, however, the organization chart should have no conflicting lines. The advertising department and the new business department have nothing further in common. I am becoming more convinced each year that I watch the development of our modern-world banking, that even in the smallest bank these functions should be organized separately—both under one head. This requires a minimum of two men, possibly three, and is an expensive development. But one of the fundamental things that any banker who wants to take up this work must make up his mind to is the fact that it cannot be successful on a cheap scale.

Let me give you a reason why I think two men are necessary.

---

From a talk delivered before the recent meeting of the Financial Advertisers Association at Utica, N. Y.

Men follow the lines of easiest resistance. Suppose we organize our new business and advertising departments with one man. He takes possession of the desk hidden away back of the file clerks that we thoughtfully provided for him and starts ruminating. He likes to write, and he is afraid to thrust his presence upon people when he is not wanted. So he writes and in a few weeks has turned out such an excellent series of advertisements that there is no danger of his being fired. After a few months, the president, in complimenting him on his excellent advertising, hands over a bulletin, say, of the Financial Advertisers Association and casually suggests that some thought be given to new business work. Whereupon our writer goes back behind the file cabinets and again ruminates. Being a writer, he prepares a series of letters or folders or whatnot—anything so long as it will postpone the evil day when he must call on Bill Jones and ask for a piece of business.

This, I maintain, is expensive because it is holding back the vital outside work that should be going on.

The reverse is equally bad. I know one man who has made himself vice-president of his institution by his excellent personal production. But his advertising has gone to pot.

## TWO MEN NEEDED

The answer is two men, each responsible for his own line of work, or in the larger institutions, two departments.

Many banks whose business extension program is today standing still would take on new life by this practical step of dividing their advertising and personal solicita-

One of the biggest blessings of aviation has been making Bundscho typography available to advertisers from coast to coast. Send your copy *airmail!*



J. M. BUNDSCHE, INC.  
*Advertising Typographers*

65 EAST SOUTH WATER STREET  
CHICAGO

HERE TYPE CAN SERVE YOU

tion functions among separate men.

Thus with many banks the problem of co-ordination is essentially a problem of getting into motion, and if there are some of you who in contemplating your own problem feel that too much emphasis is now being put on advertising or on personal solicitation, I hope that you will take home the idea that the solution may lie in hiring a man or two men or perhaps a woman whose time will be devoted to the function now suffering. If you are an advertising man, hire one or two solicitors. If you are a solicitor, hire an advertising man. You will be amazed how the work will begin to hum. This is good psychology, and its truth is based on experience.

## Slogans Cannot Be Copyrighted

CARTER RADIO COMPANY  
CHICAGO

*Editor of PRINTERS' INK:*

Could you tell us if the slogan, "The Choice of the Majority," has ever been copyrighted?

If so, by whom was same copyrighted, and for what purpose?

If not, would it be ethical and in order for us to copyright it for our particular purpose?

In any event, if the answer is "Yes" on the first and "No" on the second, would it be in order to copyright this slogan: "The Choice of the Majority of Radio Set Manufacturers?"

CARTER RADIO COMPANY.

BEFORE answering our reader's question on the originality of the phrase, "The Choice of the Majority," we want to point out that a slogan cannot be copyrighted. It can, of course, be copyrighted as part of an entire advertisement, but not separately.

It is, however, possible to register advertised phrases in the Trade-Mark Bureau of the United States Patent Office when they are used in conjunction with trade-marks. There are complicated rules governing this and an idea of the complications can be had by reading the article "When Is a Slogan a Trade-Mark?" on page 85 of the July 7, 1927, issue of PRINTERS' INK.

Advertisers have been registering their slogans in the PRINTERS' INK Clearing House of Advertised Phrases since 1919. All slogans are listed alphabetically and the file is maintained so that we can help advertisers and advertising agencies determine whether specific slogans that they plan to use are original or not.

The file discloses the fact that the slogan, "The Choice of the Majority," was registered in June, 1928, by the Frigidaire Corporation, of Dayton, Ohio.

As a matter of fact, there are a number of slogans that start with the theme "The Choice of."

Those that have been registered are: *The Choice of the Crew and the Big Boss, Too*, Ohio Brass Company, Mansfield, Ohio. *The Choice of Gentlewomen for Three Generations*, Ben Levy Company, Boston. *Choice of the Masters*, George Kilgen & Son, Inc., St. Louis, Mo. *The Choice of Noted Music Critics*, All-American Radio Corporation, Chicago. *The Choice of Those Who've Heard Them All*, The Sonora Company, New York.—[Ed. PRINTERS' INK.]

## Captain Alton N. Parker to Join Byrd's Expedition

Captain Alton N. Parker, aviator, who has been associated with the Chicago office of Erwin, Wasey & Company, advertising agency, for the last year, has been granted a leave of absence to accept an invitation from Commander Richard Byrd to accompany his Antarctic expedition as pilot. Captain Parker, who was a member of Byrd's North Pole expedition, will sail on October 6, from San Pedro, Calif., with the last contingent.

## Air and Bus Travel Service to Be Advertised

Pickwick Airways, Inc., providing a two-day combination air and bus trip between Los Angeles and New York, has appointed Beaumont & Hohman, Los Angeles advertising agency, to direct its advertising account.

## New Account for Procter & Collier

Golden Peacock, Inc., Paris, Tenn., manufacturer of Golden Peacock cream and other toilet preparations, has appointed The Procter & Collier Company, Inc., Cincinnati advertising agency, as advertising and merchandising counsel.

*A suggestion for those who  
contemplate a first venture in advertis-  
ing or a change in advertising  
agency connections*

Do not place a premium upon superficial cleverness in the solicitation of your advertising account. Judge any agency's qualifications rather by the nature of the accounts it is directing, the average duration of its service to its present clients, and the degree of its knowledge of fundamentals.

This agency will be pleased to discuss with any advertiser any pertinent matter with utmost frankness and sincerity. Incidentally, in the twenty-three years of its existence, it has achieved a record notable for long average retention of the accounts entrusted to it, and many of its largest accounts have been built by it from the ground up.



McJUNKIN ADVERTISING COMPANY  
DOMINANT IDEA ADVERTISING  
228 NORTH LA SALLE STREET AT WACKER DRIVE  
CHICAGO

# How much of Boston's advertising market do you cover?

Boston is steadily growing in population—not merely the municipal area, but that rich territory immediately surrounding the city proper and which, for all sales and advertising purposes must be regarded as an integral part of Boston itself.

Boston's per capita wealth is unusually high. As a natural result Boston offers a rich and profitable market for sales development. How much of this desirable market your advertising covers depends on how much of Boston you have chosen to serve—knowingly, or otherwise.

If your advertising is being carried by the Boston Herald-Traveler it is reaching the more desirable market in Boston. If you are not using the Herald-Traveler but do use one of the other three newspapers, your advertising is reaching an entirely different market, for Boston's four major newspapers serve a divided population. This condition is clearly defined and each paper serves one or the other of the two groups. This separation is not between rich and poor. It is the result of evolution—a slow process of division that has been going on for more than a century through differences in sentiment, tradition, heredity and environment.

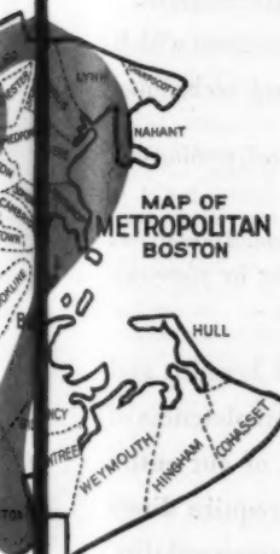
Boston offers the fourth greatest market in America to National Advertisers. Within a fifteen minutes' ride from the center of the city are the homes of over two and a half million people. But this



## BOSTON HERALD

Advertising representative:  
GEORGE A. McDEVITT CO.  
250 Park Avenue, New York, N. Y.  
914 Peoples Gas Building, Chicago, Ill.

# Boston does your travelling for you?



profitable market is a divided one. No one newspaper can, or even tries, to cover more than one of the two population groups.

The Boston Herald-Traveler carries, and has carried for six years, the greatest volume of National Advertising including all financial, publication and automobile advertising of any Boston Newspaper. This should convince anyone that the Herald-Traveler circulation is among that group most responsive to quality and brand advertising. Herald-Traveler readers pay the greater proportion of income taxes according to tax returns. And this is the group that the Herald-Traveler has deliberately elected to serve.

The other three Boston newspapers differ from the Herald-Traveler in almost every respect. These three have a similarity of appeal. Typographically they are alike. Their policy of news emphasis is similar. Politically they are of the same conviction. Between them, they serve the *other* group.

Your advertising then must be planned to do one of two things. To reach a *part* of Boston's rich market—one of the two groups—or to cover the entire population. To cover it all, the Herald-Traveler is indispensable and must be used to influence the more important division. One of the other three papers can be chosen to team up with the Herald-Traveler to reach most of the remainder.

## A D - T R A V E L E R

---

For six years the Herald-Traveler has been first in National Advertising including all financial, automobile and publication advertising among Boston papers.

# Direct advertising .... a medium

THE business of Evans-Winter-Hebb Inc., Detroit, is the creation and execution of direct advertising as a definite medium.

We are convinced that direct advertising is a medium which requires the application of definite principles and technique:

- that where its use as an aid to marketing is indicated, nothing else can do the work so economically and so well.*
- that satisfactory results from direct advertising demand the services of an organization with specialized facilities for its planning, preparation and production.*

The significance of our organization lies in the breadth and cumulative experience of our personnel, in the completeness of our productive equipment, in the concentration of our entire energies upon those marketing problems that require direct advertising, and in our ability to accept undivided responsibility.



**EVANS-WINTER-HEBB Inc. Detroit**

820 Hancock Avenue West

New York Office: 1950 Graybar Building

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving • Letterpress and Offset Printing • Binding • Mailing

# How "Sampling" Can Make People Read a Catalog

The President of Montgomery Ward, on Personal Page, Indicates Specific Bargains as Lure to Study Book

By G. A. Nichols

THE most important job Montgomery Ward & Co. has to do (and the same thing, of course, can be said of every other organization, big and little, selling merchandise by mail) is to induce people actually to read the Ward catalog. This book, as has been said several times in *PRINTERS' INK*, is one of the finest examples of this kind of advertising to be encountered anywhere. Many millions of dollars have been invested in it and the best thought of some of the country's most resourceful merchandising men has been devoted to getting people to study the Ward selling message.

George B. Everitt, the new president of the company, has contributed to this work something that seems entirely new—at least in its application. It is what might be termed the sampling method of catalog promotion.

Just inside the front cover page of the new Ward catalog, which is just now in the mails, is a finely executed page, printed in process color, containing a personal message signed by Mr. Everitt briefly telling of the company's wide-open guarantee, of its quality merchandise and of its quick service. This message, in what it says, is not essentially different from others that have been signed by Mr. Everitt and by his predecessor, T. F. Merselles. (The plan of injecting personalities into the catalog was adopted by Mr. Merselles in an effort to show customers that they are buying from people rather than from a machine.) But, while other presentations of the kind occupied an entire page, this one has only a small corner. Most of the page is given up to some talk by Mr. Everitt in behalf of six distinctive items of merchandise. And this is the sampling method just referred to.

One of the items is a diamond ring. Here is what Mr. Everitt says about it:

Page 425 will interest you, I am sure, because it tells about this brilliant, fascinating, absolutely perfect half-carat diamond, set in an exquisitely engraved all platinum mounting—the quality is insured and bonded for all time by our double guarantee. Jewelers generally, I found, charge \$300 to \$325 for its equal—our price is only \$214.50.

This intimate little talk is going to sell a great number of the rings. But this is not fundamentally what Mr. Everitt is after. He told his story about this particular ring merely to show a sample of the merchandise offered on page 425. The cheerful introduction to that page, inducing people to turn over to it and study it, is bound to bring in more business than would be the case if people were left to find it for themselves and to form their own conclusions about the value and worth of the offering.

Mr. Everitt explains that after examining hundreds of articles presented in the winter number of the catalog and "after looking at the offerings of many other stores, I am convinced that dollar for dollar we *do* give you more at Ward's." As one instance of why he believes it he shows a beautifully colored picture of a living-room heater and tells about it thus:

Excellent living room heaters offered to me for \$140 at retail were no better—or more beautiful than our Imperial Windsor which is now being used in thousands of homes. Built on the most modern and advanced principles; designed and finished to match finest furniture. We price it at only \$89.85 which saves you fully \$50. Ward's, the largest stove store in the world, offers a matchless line of both heaters and stoves. This large assortment begins on Page 547.

All of which is a sample of the company's stove offerings which

will induce people interested in stoves to read that portion of the book. If not one of the \$89.85 stoves is sold the sample still serves a valuable purpose.

Mr. Everitt, it seems, also has some confidence in his firm's typewriter offerings. He pictures an Underwood Portable and then goes on to say:

Brand new portable typewriter—and in color! A genuine Underwood—the nation's most popular typewriter. Only at Ward's can you buy it for \$41.95—the only store I know that cuts the price. We also offer standard size reconstructed Underwoods at lowest prices ever made. See Pages 470 and 471.

Other leading departments of the catalog are "sampled" by similar presentations in behalf of a sheep-lined coat; a shotgun and a Gyra-tor washing machine. The items were picked not only because of their value, but for their strategic location in the catalog. A reader investigating all six is going to open the catalog at many pages and will go through the principal parts of that volume.

Every good catalog man knows that a catalog may be too good—so nearly perfect in typography, art and copy that the ordinary citizen is not going to give it the attention it deserves. Ward's could make even a better book than they do make; they have the money to pay for it and know how. But they are not out to show their skill as catalog producers. The catalog is valuable to them only as it sells goods.

Ten years ago, Mr. Everitt's sampling page would have been discarded as utterly impossible and beneath the dignity of a great mail-order house. In those days, the president of the organization was unknown to its customers. So far as they knew, he sat in solemn majesty somewhere or other and was not to be concerned with such material things as selling merchandise. But now he comes out and talks in homely, intimate terms trying to sell some man a shotgun, or a woman a washing machine!

Times have changed in merchandising as in all else—and have changed for the better.

## Good Scholars Make Good in Business

UNIVERSITY OF ILLINOIS  
URBANA, ILL., SEPT. 15, 1928.

*Editor of PRINTERS' INK:*

Regarding "Leaders or Just Scholars?" [August 23 issue.] I would say that the men who show honesty, application, persistence and judgment in their studies and who, therefore, rank high, are more likely to succeed in after life because of the acquirement of these habits than those who do not acquire them, provided, of course, they take up lines of work for which they are adapted. It is true, of course, that there are some, perhaps many, young people who neglect their studies more or less and so do not get high scholastic rank, who achieve success in after life. If they do it is only because they acquire the habits I have mentioned later on and under other conditions. They have lost something by not acquiring them through their application to their studies.

In my opinion, most of the conflicting statements on the success or failure of students of high standing in after-life arise from failure to consider whether the individuals who, having been high-grade students, fail later because they take up lines of work to which they are not adapted. High grades in mathematics, history, and literature do not insure success in engineering. The habits of work, concentration, devotion to duty, acquired by the student in making those high grades stand him in good stead in any line of work and certainly will make him successful in the line to which he is best adapted. It is my belief that in the majority of cases the good student is the one who is successful later on.

DAVID KINLEY,  
President.

## Hamann Joins "Children, The Magazine for Parents"

William P. Hamann, formerly with the Eastern advertising staff of *Liberty*, New York, has become Eastern advertising manager of *Children, The Magazine for Parents*, New York. He was at one time sales and advertising manager of The Skywriting Corporation of America, New York.

## Re-Organizes The Evander Company

Mort Heineman, formerly with the New York and Cincinnati offices of The Marx-Flarsheim Company, advertising agency, has re-organized The Evander Company, advertising, New York. Associated with him in the re-organization are M. J. Kleinfeld and A. Haas.

## Appoints Charles Z. Offin

The Benal Hosiery Company, New York, has appointed Charles Z. Offin, advertising, of that city, to direct its advertising account. Business papers will be used.

# Highlights in Headlines

Farm Life's headlines guide readers directly to the subjects that are uppermost in their minds at the time. They are not mere labels or titles. They are condensed interpretations of the articles. They indicate the wide range and the practical character of Farm Life's information and inspiration and entertainment. More than a million farm families pay and read because the service suits them. Send for book of headlines and covers.

T. W. LeQuatte  
*Publisher*

**Farm Life**  
Spencer, Indiana

# Your Rural Customers

**Y**OU may think you are not interested in the "Rural Market."

But you *are* interested in rural trade.

The two terms do not necessarily mean the same thing.

The "rural market" possibly suggests to you the village store.

But rural trade means the purchases of more than forty million Americans living outside the cities.

And it is valuable, profitable trade.

It matters little whether your ultimate customer buys at her village store or shops in a nearby city; your job—the job of your advertising—is to make the sale in the customer's home.

And you can't make that sale through the metropolitan publications, because the metropolitan and newsstand publications do not cover the rural trade.

It has a class of media of its very own. Foremost among which are

**The CAPPER PUBLICATIONS**

# Permanent Stability

ONE question every advertiser asks himself is, "Am I justified in believing the publications which I am considering are soundly backed, ably financed, well managed and certain to grow stronger from year to year?"

The acceptance of the readers of the magazine, the acceptance of national advertisers for its columns, plus the standing and the reputation of the publisher—these are the answers to the question.

The **HOUSEHOLD MAGAZINE** is receiving nearly two and one-half letters for every line of editorial material run in 1928. . . . The **HOUSEHOLD MAGAZINE** has increased its number of national advertisers in the past eighteen months by better than 60%. The **HOUSEHOLD MAGAZINE** is the biggest unit in one of the largest publishing enterprises in the United States.

The **HOUSEHOLD MAGAZINE** answers every requirement an advertiser can put upon it.

## *The* **HOUSEHOLD MAGAZINE**

*"The Magazine of Main Street"*

CHICAGO

NEW YORK

SAN FRANCISCO

203 North Wabash Ave.

420 Lexington Ave.

201 Sharon Building

ARTHUR CAPPER, *Publisher*



## *Bits of Life Here and There*

Those charming, everyday situations around which human interest advertising is built, are strongly evidenced throughout our collection of ready-made illustrations.

The photographs YOU need are here—or we can easily make them.

**UNDERWOOD**  
  
**UNDERWOOD**

*If you are interested in photographic subjects in which the people, the place and the product are harmoniously and yet realistically brought together, send for sample prints or one of our catalogs.*

*You are welcome to either or both without obligation.*

**UNDERWOOD & UNDERWOOD, 246 West 35th Street, New York**

We are interested in photographs of \_\_\_\_\_

Firm \_\_\_\_\_

By \_\_\_\_\_

Address \_\_\_\_\_

# I See Every Salesman Whether He Sells Engines or Neckties

By So Doing I Get an Outside Viewpoint on Many of My Problems as Well as Reports from the Front Line of Battle

By C. F. Wyant

Sales Manager, Preference Under Apparel and Sportswear

I AM extremely interested in the debate to which PRINTERS' INK has given space as to whether or not a sales manager should interview various salesmen who happen along to sell various things, either connected with the line which that sales manager is handling, or otherwise.\*

I happen to belong to the school of salesmanship which believes that it is a mistake to try to lay down hard and fast rules governing every thought and action of people who are selling goods in this world. When we have positive convictions on any point, it is often pretty hard for us to be tolerant of some other fellow who may have equally positive convictions on that point, but whose opinion may differ radically from our own.

Now so far as the sales manager taking his time and attention to giving an audience to different salesmen, here is the way I look at it. If any sales manager feels that he is really cheating his company by taking time to interview other salesmen, he shouldn't do it. If any sales manager feels he is really cheating the salesmen who calls on him, by merely working them for some of their thunder, without buying anything, he shouldn't do it. Personally, I have never failed, since undertaking the job of sales manager, to give an audience to every salesman who comes along. It makes no difference if he is selling engines or neckties, I see him just the same. I believe I have good reasons for so doing.

Every sales manager's work is to a certain extent confining and narrowing. He necessarily con-

centrates on his own line and the first thing he knows he has a tendency to fail to grasp some of those very things in the way of conditions and problems, and the answers to same, which he should grasp in order to push his own line the most effectively. It isn't always convenient or possible for the sales manager to get himself out on his own territory and sell his own line of goods in order to keep himself sharpened up to the highest degree of effectiveness. Frequently a fifteen-minute interview with some fellow selling a totally different line will reveal an outside viewpoint which that sales manager can most effectively use with his own men in his own line of selling.

## SALES MANAGERS NEED PLENTY OF BRAINS

You will agree that the sales manager's job really calls for more brains and more energy than the good Lord is kind enough ordinarily to put in any one human frame, and it looks to me like only good, sound sense that the broad-gauged sales manager should not overlook any bet that will help keep himself up on his toes. Naturally, the sales manager has got to be up on his own toes if he is going to be able to induce his men to stop shuffling along for a little while, and even get up on the balls of their feet.

There are two answers to the conscientious sales manager who is all steamed up over wasting the valuable time of these various salespeople who call upon him.

In the first place, I must confess that I have on many occasions made purchases from some of these salespeople who called on me just because they did have some good product and talked it like a sales-

\*"See Every Salesman" by an Executive Vice-President, August 2, 1928; "Why I Don't See Every Salesman," by a Sales Manager, August 16, 1928.

man, when at the outset of the interview I had not the faintest intention of making a purchase.

Secondly, when these salespeople call on me and I see at a glance that I am not going to be interested in their wares, but I also have a feeling that possibly this fellow will bring me a message from the outside firing line which I may need that day, I frankly tell the salesman just exactly that. Invariably I have found that such men are quite willing to take a few minutes and discuss that feature of their own problems which may appeal to me, and I, in turn, am apt to get struck by some spark and tell them about some of our selling problems, which are a real help to them.

Yes, I am just intolerant enough to believe that the sales manager is both short-sighted and foolish who passes up any reasonable opportunity to get from other people any slant whatsoever on the conditions which obtain anywhere out on the firing line. In fact, I am just intolerant enough to believe that a sales manager, so short-sighted, is exactly as foolish as a general would be who refused to listen to reports coming to him from the front line of the battle.

### Contoocock Mills Acquires Pawtucket Hosiery Company

The Contoocock Mills Corporation, Boston, and Hillsboro, N. H., has acquired the Pawtucket Hosiery Company, Pawtucket, R. I. The newly acquired business will be known as the Pawtucket Hosiery Division of the Contoocock Mills Corporation. George H. Reis will continue in active charge of the sales of the Pawtucket division.

### Saw Account to Baltimore Agency

The American Saw Company, Springfield, Mass., has placed its advertising account with the Winfield D. Davis Advertising Company, Baltimore. Magazines will be used.

### Joins Danbury & Bethel Gas & Electric Light Company

Spencer W. Hance has been appointed advertising manager of the Danbury & Bethel Gas & Electric Light Company, Danbury, Conn. He formerly was with McKesson & Robbins, Inc., Bridgeport, Conn.

### Ira Fleming to Leave Ide Company

Ira Fleming, advertising manager of George P. Ide & Company, Troy, N. Y., has tendered his resignation, effective early in October, at which time he will become associated with Cleveland & Shaw, New York advertising agency. In his new connection, he will continue to direct Ide advertising.

Mr. Fleming has been with the Ide company for nearly sixteen years. Starting in 1912 as advertising manager, he later also became assistant general sales manager. In 1920, he was elected a member of the board of directors.

Before joining the Ide company, Mr. Fleming had been advertising manager of the Standard Milling Company, The McCrum-Howell Company, and the Roberts Numbering Machine Company, all of New York. He was also at one time associated with the Luther Burbank Society at Santa Rosa, Cal.

### Sanitary and Safeway Chains to Merge

The Sanitary Grocery Company, Inc., Washington, D. C., is planning to unite with Safeway Stores, Inc., Baltimore, Md. E. G. Yonker, president of Sanitary Grocery Company, will be president of the new corporation which will operate the Sanitary stores while his associate, H. V. Hoskinson will be vice-president. M. B. Skaggs, operating head of the Safeway system, it is reported, will retain that position. At present Safeway operates 993 grocery stores, 289 markets and six bakeries. Gross volume in 1927, exceeded \$76,000,000. Sanitary Grocery, last year, had 368 stores and sales exceeded \$17,700,000.

### D. I. Johnston Joins Frank B. White Agency

D. I. Johnston for four years advertising manager of the Armour Fertilizer Works, Chicago, has joined the Frank B. White Company, agricultural advertising agency, of that city. At one time he was assistant sales manager of The Carron Company, Ludington, Mich.

### Appoints Burns Agency

The Armour Fertilizer Works, Jacksonville, Fla., manufacturers of Armour's "Big Crop" Fertilizers, have appointed Harry E. Burns & Company, Inc., of that city, to handle their Florida newspaper and magazine advertising.

### Paint Account to Ferry-Hanly

The Ferry-Hanly Advertising Company, Inc., Kansas City, Mo., has been appointed by the Waggener Paint Company, of that city, to direct its campaign which will soon be started.

# Now You Will Get

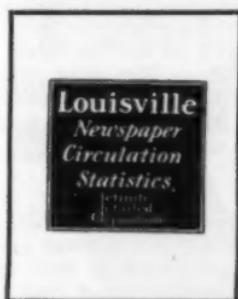
{ definite detailed }

# Dependable CIRCULATION DATA

On Any or All 36 Residential Sections

## Of Greater Louisville

Here is a statistical booklet, just off the press, that advertisers cannot afford to be without. It gives the actual count of families living in the 36 residential sections of Greater Louisville, and the circulations of the Courier-Journal and Times in every section. It is brief, as it should be, yet contains the important data vital to the economic purchase of space.



### Watch Your Mail for Your Copy of this Booklet

The Courier-Journal and Times will mail Agencies and National Advertisers a copy of this remarkable statistical booklet. Watch for your copy. If it is not received within a short time, please let us know and a special copy will be mailed you. The circulation figures in this booklet do not supplant A. B. C. circulation figures in any sense, they give you the segregated circulation, and afford advertisers a tangible basis on which to determine the "quality," as well as the quantity, of Courier-Journal and Times circulation.

90.36% Coverage Through Concentrating in

# The Courier-Journal THE LOUISVILLE TIMES

MEMBERS: A.B.C.; 100,000 Group of American Cities

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

# Disputed Items in the Salesman's Expense Account

What Items Are Company Expense and What Items Are Personal?

NATIONAL OIL PRODUCTS COMPANY  
INCORPORATED

HARRISON, N. J.

*Editor of PRINTERS' INK:*

Have you any book of rules or data covering salesmen's expense account procedure, especially one which defines "What is company expense and what is personal expense? What items are allowable and what items are not allowable?"

Do you have any printed rules establishing maximum and minimum of expense? If so, we would appreciate a copy.

Wm. R. PETZE,  
*Ass't General Sales Manager.*

TWO representative concerns were consulted on the very important point raised in our correspondent's letter, both of them operating in the same field.

One of them said:

"Our salesmen receive definite monthly payments, somewhat similar to drawing accounts, and intended to cover not only salary but all expenses incidental to their work in the field, such as car maintenance, hotel, meals, telegrams, etc. Under this plan the commonly disputed items do not trouble us."

The other company has just changed its method of handling salesmen's expense accounts from a monthly to a weekly plan of reimbursement. A weekly expense account form has been adopted in place of a monthly book. When in a "headquarters" city, traveling salesmen are allowed to charge lunch and street-car fare. When outside of a "headquarters" city, they are allowed to charge expenses as listed on the weekly expense account form, as well as "excess laundry above what it would cost at home; proper tips; and under certain unusual circumstances, which are not frequent, entertainment. Such daily items as shaves, cigars, sodas, etc., are strictly personal. Hotel and other expenses are not to be a flat rate but at the actual amount expended each day."

The weekly expense account form referred to has horizontal sections for each day of the week, three lines for each day, and vertical columns for the name of town, hotel, railroad fare, Pullman fare, hotel and diner, carfare and taxi, telegraph-telephone, postage, tips, miscellaneous (itemized), and, for use when driving a car, miles, and amount, at 7 cents a mile.

A bulletin to the salesmen accompanying the weekly expense account says, in part:

"Every salesman is in business for himself. Travel-expenses are his cost of doing business. Salary and commission are his profits. It is the law of all business that when costs tend downward, profits tend upward.

"Salesmen who cultivate a habit of careful buying—of hotel rooms, meals, transportation, etc., — are building profits for themselves. This is true no matter what line or under what plan of compensation a man is selling. His expenses are charged against his sales volume exactly as are his salary and commissions. The man who is loose with 'tips' or 'entertainment' is losing money that he is working hard to earn."

## THE DEAD LINE

The whole theory and philosophy of the salesman's expense account is contained in these two contributions, namely, that the items charged to expense are not so important as the total. A salesman's cost of selling, compensation and all expenses, is a percentage of his net sales, and there is a dead line above which it cannot rise.

The subject of salesmen's expenses is one that is frequently written about in PRINTERS' INK and PRINTERS' INK MONTHLY. References to articles will be sent to those who will write for them.

—[Ed. PRINTERS' INK.]

# 4 EDITIONS

GENERAL MERCHANDISE

*General Merchandise Edition*  
IN STORE  
AGE

ADMINISTRATION

*Administration Edition*  
IN STORE  
AGE

DRUGGIST

*Druggist Edition*  
IN STORE  
AGE

GROCERY

*Grocery Edition*  
IN STORE  
AGE

CHAIN STORE  
AGE

93 Worth St., New York

# These thousands midwest women

THE farm woman of today—out in the prosperous midwest—is just as good a prospect for cosmetics and other toilet goods as you will find in the metropolitan areas. And at regular prices!

Watch her as she drives her car into town or attends a club meeting. She is well dressed, well manicured, well groomed in every respect—in no wise different in appearance and tastes from her city cousin.

According to a recent survey made by Capper's Farmer, drug jobbers—from Minnesota to Texas—stated that from 50 to 80% of their business was transacted *with dealers in country towns*—and that these retailers, in turn, made 60 to 95% of their sales to *farmers and their families*.

*Sell this  
territory  
thru*



# Capper's

PUBLISHED AT TOPEKA, KANSAS, b RTI

# of thousands of enjoy cosmetics



Good roads, motor cars, increased buying power have made the farm woman an excellent shopper, for the comforts and luxuries of modern life—as well as the necessities.

More than 800,000 of these modern, prosperous women read Capper's Farmer every month.

Because Capper's Farmer has special departments devoted exclusively to their many interests. And they read the advertising, too. Because they are progressive and buy only the best.

M. L. CROWTHER  
*Advertising Manager*  
Graybar Building  
New York City

# Farmer

**ARTHUR CAPPER :: CIRCULATION 846,617**

# "You have a good argument for your group"

AN economist of national reputation was told of the plans of *Business Papers of the Southwest* to identify before eastern advertising men the actual territorial limits of what constitutes the true Southwest.

"While the four states of Texas, Oklahoma, Arkansas and Louisiana are generally grouped together in all trade and geographical designations", he said, "the term 'Southwest' is somewhat vague. You have a good argument for your group."

*Consult the list below for coverage of your particular market*

## CONSTRUCTION



### Lone Star Constructor

Covers the construction industry of Texas 100%. An annual construction market of \$150,000,000. Construction Bldg. Dallas

## HARDWARE



### Hardware and Implement Journal

A Business Magazine for the Hardware, Implement, and Sporting Goods Trades of the Southwest. 1900 St. Paul St., Dallas

## BUSINESS



### Texas Commercial News

23,000 paid Texas circulation. Retail, wholesale, manufacturing, professions. Write for "The Texas Market", 40 pages of Texas Marketing Facts. Sugar Land, Texas

## INDUSTRY



### The Southwestern Purchaser

Covers general industrial market through the purchasing agents of the big companies.

Magnolia Building  
Dallas

## PRINTERS' INK

## Texas Insurance

*Semi-Monthly*  
DON COATES, Publisher  
Read by more agents in Texas than any other insurance journal.  
Southland Life Bldg.  
Dallas

## INSURANCE



## Southwestern Retailer

Read monthly in 6,000 department stores and apparel shops.  
"Established 1901"  
805 Wholesale Merchants Bldg., Dallas

## APPAREL



## Southern Pharmaceutical Journal

The Bulletin Board of the Southern drug market. Santa Fe Bldg., Dallas

## DRUGS



## Southwestern Banker

"Covers the Southwest Like the Sunshine" Reaching 87% of the Banks. Twenty-eight years old.  
Fort Worth, Texas

## BANKING



**BUSINESS PAPERS  
OF THE SOUTHWEST**  
TEXAS · OKLAHOMA · ARKANSAS · LOUISIANA

# Building a New Business to Specifications

How Modern Principles of Advertising and Engineering Are Being Applied in the Coffee and Tea Market

As told to Roy Dickinson

By Victor van der Linde

President, Fineart Foods Incorporated

MANY a man who thinks about starting in business for himself looks around, concludes that most human wants are being well taken care of by long-established companies, and then continues in the same job because of his false conception.

Yet progress depends upon people who are willing to try to do things in a different way. If every man considered that all markets were being well served by the leaders in each field, and that nothing new was possible, a period of stagnation would soon result. On the supposition that at least some of the subscribers to PRINTERS' INK have thought of striking out for themselves, the following article concerns an experience in starting to sell a staple in a new form.

Since the selection of the market, manufacturing methods, brand name, packages, price units, methods of distribution, and advertising appeal were all controlled by specifications laid out long before each step was undertaken, it may be of interest briefly to sketch how we started.

Trained as a chemical engineer, I had been fortunate in having experience in manufacturing and sales, as well, in Canada, the United States, Europe and Asia.

After some years of all 'round training and work, I took stock and came to the conclusion that I was in the wrong place. While technical men are better fitted by training to become executives of manu-

facturing concerns than are salesmen, the immense gulf separating the two equally important members of the corporate body prevents the

## First and foremost *it's a more delicious coffee —with the true coffee flavor*

It's really perfect coffee when it reaches you directly after you draw it at the coffee preparing station.

Differences from the coffee you make at home by percolator, or boiling method. Different, certainly, from any so-called "quick coffee."

A coffee that comes to you directly made—especially made—with all the flavor, and the wonderful exhibition that only perfect coffee gives.

*Already made for you—the correct way*

Everybody knows that only when coffee is freshly ground and freshly ground coffee is the best coffee. And when it is freshly made, it is only when it is freshly made that you get the best coffee.

It was immediately felt as impossible to do this in the kitchen. But we have discovered a way by which we can make coffee correctly, reduce it to very crystals and offer it to you in a most convenient package.

### Just add hot water

A small measuring spoonful in the cup (there's a measure inside each package)—add hot water—and there's your coffee. You see, the coffee is already made, already made when you add the hot water; you already know it is the best coffee, already made. And deliciously strong and sweet.

No percolator or coffee pot is better with. No grounds. No leftover coffee. A fresh cup of coffee whenever you want it. And every cup a fresh cup.

### And it's not expensive

The dairy little costs for your table salt for a dollar but a few more cents for coffee that you would get in two pounds of ground or pulverized coffee. Indeed you may find that *Pearl Coffee* is actually less expensive than the coffee you're using now.

*Pearl Coffee* was developed and is being made right here in Tuckahoe. That's why we made the first step in the line to have close the distribution of our coffee.

It is on sale at the larger grocery stores in Bronxville, Tuckahoe and Bronxwood. Get a cylinder today. Try it. See what a real delicious coffee it is and how quick, easy and inexpensive it is to use.

**FineArt COFFEE**

FINEART FOODS, INC. • TUCKAHOE, N.Y.

THE FINEART ADVERTISEMENTS ARE DESIGNED TO HELP  
BREAK DOWN RESISTANCE TO THE DOLLAR PRICE

former, in general, from knowing how to sell goods when they are made. Most promotions to the top seem to be made from men in the sales or legal departments; therefore, to go into the sales department seemed to be logical unless, by forming a company of my own, I could promote myself to the top.



True Coffee Flavor

The true flavor of coffee is as delicate thing and different from the common coffee sold in stores you get from coffee especially made. *Pearl Coffee*—especially made—gives a richness and variety flavor that will be new and better flavor than you have ever tasted. *Pearl Coffee* contains no flavor, strength and quality for months after the container is opened.



Commonly made coffee won't  
keep you awake

*Pearl Coffee* will keep you awake or make you "tired." Yet *Pearl Coffee* contains all the natural coffee—*"Coffee without coffee"* is our slogan.

Studies show that it's not the coffee that is harmful but other substances which are found when coffee is made to resemble *Pearl Coffee*—made especially for you—eliminate this harmfulness.

With this in mind I set out to create a business to specifications. The ideal business, it seemed to me, should have the following characteristics:

1. Manufacturing a staple product of large consumption, not subject to fluctuations in volume of use.

2. Making a product, or products, without direct competition.

3. Making a product not subject to style; one that can be manufactured without major change from year to year.

4. Quick turnover so that minimum plant investment will give maximum value of product.

5. Few employees, all well paid. Labor charge should be small compared with the total cost of product.

6. Raw materials to come from primary markets.

7. Last, but not least, it should be possible to control distribution by advertising direct to the consumer.

Such specifications are easier to establish than to fulfill.

Evidently, there are three basic commodities: shelter, clothing, food. Shelter was out of the question as far as I was concerned because of its being highly speculative and fluctuating. Clothing is subject to style; competition is keen.

In food, there were two choices. First, to take a new food and introduce it. Second, to produce a largely used staple in a new, convenient and attractive form.

Having once had a very expensive experience in trying to thrust upon the public something they should have, the latter alternative looked much more desirable. I decided it would be far better to find out first something the public wanted, then make it, instead of producing something I thought the public ought to have, and then trying to compel people to buy it.

As I looked at the food business I found that most well-managed companies with ample backing, and selling an honest product whose appeal is based upon the lack of skill or inertia of the average housekeeper, had financial success.

Many products that simply af-

firmed convenience even at the sacrifice of quality, had been successful. The ideal situation would be to produce an improved product plus convenience and economy.

Why did I choose coffee and tea for my business? Apart from the enormous volume of the market, they are probably the two items of food which receive the most consumer attention. Someone has remarked that "The temper of the American public is determined for the day by the kind of coffee served for breakfast."

A good cup of coffee, I found, depends upon—first, selection of the bean; second, the blending, roasting and grinding; third, the time and methods between the roasting plant and the table.

This last step was in the hands of some 25,000,000 cooks, subject to their tender mercies. Ninety per cent of the taste of coffee is in the making. It is a technical process of extraction, requiring scientific knowledge and proper facilities. It is impossible to give this absolute scientific education to the housewife and, if it were, her facilities are inadequate.

The making of tea is just as important—just as difficult and inconvenient.

That seemed to me the opportunity which would meet the specifications. I decided to take this last step out of the kitchen; to put it under exact scientific control; to produce quality in a convenient form.

That, however, was easier said than done. This is not the place to go into the five-year period required to meet the basic requirement of a method of refining coffee and tea into a form which would faithfully reproduce the characteristics of the blend by simply adding the water. Suffice it to say that we reached our objective.

The only other things to be done before beginning manufacturing plans were to determine:

- a. Which blends to refine.
- b. Packages.
- c. Price units.
- d. Brand name.
- e. Advertising policy and appeals.
- f. Methods of distribution.

Blends were of vital importance.



The Barnsdall Refining Co. gasoline station at the Okmulgee, Okla., airport is an exact replica of an airplane. The right wing serves as a station canopy over two pumps, offices are in the passengers' cabin, and in the tail is an air compressor and battery of lubricating oil tanks.

## 75,000,000 Miles of Air Traffic brings the Oil Industry a new market—

ing in 1928 is but a hint at the future.

Oil companies have provided the best of gasoline and oil service at all flying fields, for one reason that the oil industry itself has been one of the first and, as an industry, one of the largest users of planes. Aviation servicing divisions are being created by the great corporations such as the Standard Oil Development Co., technical unit of the Standard Oil Co. of New Jersey. Competition for flyers' purchases is already under way.

The authoritative aeronautical articles in National Petroleum News are being studied by oil executives everywhere.

AVIATION, today in its infancy, is already a market for and an incentive to new expenditures by the Oil Industry. The 75,000,000 miles of fly-

*Edited from*  
**TULSA, OKLA.**  
 World Building  
**CHICAGO**  
 35 East Wacker Drive  
**NEW YORK**  
 342 Madison Avenue  
**HOUSTON, TEXAS**  
 West Building  
**LOS ANGELES, CALIF.**  
 Petroleum Securities Bldg.  
**PUBLISHED FROM**  
 1213 West Third Street  
**CLEVELAND**

## NATIONAL PETROLEUM NEWS



*Human Interest Insures  
Reader-Interest*

The degree with which we could please the average taste would determine the degree of repeat business. The blends we are producing now were determined not by coffee and tea experts, but by typical customers. We did not care whether any particular blend pleased us personally. The only thing we wanted to discover was which blend would please the largest number of average consumers.

The psychology of taste is a most intangible study. People taste with the eyes and nose as well as with the tongue. And they taste with their prejudices, too.

Many people find mythical differences which exist only in their minds. For instance, in our experiments to decide on the blend, coffee or tea of the same blend and strength was served in different cups to an equal number of people who didn't know they were being used as testers. For one group, a thick, heavy white cup was used; for the other, a delicate, colorful, tea cup. Then the cups were reversed with the result that it was practically impossible to convince most of the people that the coffee was identical.

Of course it is obvious that no one blend will please everyone. The point of vital importance regarding our process is that it is a method, not simply a brand or blend.

This method can be applied to any desired blend. Knowing that no one could foresee accurately the many developments the future would bring, it was decided to name and package our products so that we could be free to create a family of blends under our own name or possibly refine an already established blend or create a blend for distribution under an established food product brand. Then we came to the package.

Wishing to obtain an unprejudiced viewpoint upon our decision as we went along and realizing the importance of having each step fit in with a complete merchandising program, we enlisted the advice of an artist in whose business judgment and artistic ability we had equal confidence.

He listened to our suggestions, contributed his own advice or ability and acted as referee in the many battles within our own organization until the name, package, and merchandising policy had been agreed upon.

The name was difficult to select. It must suggest quality, method and apply equally well to coffee and tea. Literally hundreds of suggestions were offered. These were submitted to outside people for opinion. Several were fair but each lacked something. In our literature, the phrase, "The fine art of coffee and tea making" had been used frequently. We were going to have a fine art package, so it seemed a logical name. The suggestion to use Fineart as a brand name was coldly received at first. Gradually it grew in favor. Now our customers have proved that it is right.

The package was even more difficult than the name. Most foods lose their brand identity upon the table. We realized that if we could get our products upon the table without loss of identity, we would get word of mouth advertising that no money could buy.

Many conventional containers were tried out and decorated. Many materials were used. Time and money were being spent and as yet no package was considered good enough. In the decision to delay until a satisfactory package was produced, we had the confirmation of experienced judgment. F. L. LaBounty, formerly vice-president in charge of advertising of the Jell-O Company, gave good advice. He expressed the opinion that it would be worth while waiting, even for a year or more, until we got an attractive package. At last, when desperate, an entirely new type of package was decided upon.

At the same time that the household canister was being developed, other packages and dispensers were designed to meet every type of service for hotel, restaurant, and fountain use. While these are important, it was the household canister that needed the greatest care.

Sales units were next. Two pos-



## *Making the Schedule With Speed*

No matter how extensive or involved your schedule—no matter how short the time—place the responsibility for making your mats, electros and stereos, with the house "Where Performance is Keyed to Meet Your Need."

You can rest assured that they will be made with process-plate accuracy at newspaper speed and individually mailed to your complete list.

One management. Complete equipment. Undivided responsibility.

## **Century Electrotypes Company**

**MATRICES · STEREO TYPES  
ELECTROTYPES · LEAD MOLDS  
NICKEL TYPES**

**547 South Clark Street, Chicago, Illinois**

*Phone WABash 8840 all departments*



THE Fairchild Publications are edited for their readers and for their readers alone. We make it our guiding principle that there is no influence strong enough to get into the news columns of the Fairchild Publications one line of material that is not legitimate news, or to secure the withdrawal from those columns one line that *is* news.

We are besought continually by our friends to depart from this principle—to run "inspired" news items or to "kill" stories that do not tend to promote the business of those friends. Sometimes we are tempted to yield, for we like our friends.

But whenever this happens we take another look at a certain yellowed clipping, worn, crumpled, dog-eared—part of a galley proof carried by the head of our house in his wallet.

There is a story behind that clipping. It is an item of 50 lines or so that we once did take out of our

columns at the entreaty of two business men.

It was many years ago. A certain firm was in difficulties, facing a suit. The sons of the head of that firm, knowing that we had and would publish the news, besought us to withdraw the story, saying that their aged father could not stand the publicity—that he might even commit suicide, a somewhat exaggerated fear. We yielded and took the story out.

We have always wished we hadn't. The old gentleman was happy, which pleased us. But we had deprived our readers of an item of real news to which they were entitled and our action, misinterpreted as a precedent, served only to give those who knew of it an excuse to trouble us for years, trying to induce us to take news out of our columns.

*The* FAIRCHILD

CHICAGO  
ST. LOUIS

BOSTON  
LOS ANGELES

PHILADELPHIA  
PARIS

# and what it stands for

That was, as we have said, many years ago. We want to spread it upon the record as the first and last time that any Fairchild Publication was ever restrained from publishing a line of genuine news. We want to emphasize that incident because it emphasizes the point on which our success is built.

The Fairchild Publications are written and edited for the readers and for their readers only. They present the news, the whole news and nothing but the news. On this account they command a phenomenal reader interest throughout the textile-apparel trade.

And because of their extraordinary reader interest they are exceptionally good media for the advertiser seeking to reach any part of this field.

\*\*\*

In thirty-eight years of serving the textile-apparel industry we have learned much. The resources of our files are at the service of advertisers and agencies. "Trade Advertising" a compilation by our Marketing Research Department, interprets outlines our experience in marketing and contains some interesting figures. Copies are available on request to our Inquiry Department.

## PUBLICATIONS

3 EAST 13TH ST., NEW YORK, N. Y.

WASHINGTON  
LONDON

ROCHESTER  
BERLIN

PARIS

### WOMEN'S WEAR DAILY

*The Retailer's Newspaper*  
30,194 net paid (ABC)



### DAILY NEWS RECORD

*Textile - Apparel News and Ideas*  
13,234 net paid (ABC)



### WOMEN'S WEAR MAGAZINE

*The Authority on Feminine Styles*  
21,348 net paid (ABC)



### MEN'S WEAR - CHICAGO

*APPAREL GAZETTE*  
*The Men's Style Authority*  
14,381 net paid (ABC)



### FAIRCHILD'S INTERNATIONAL MAGAZINE (PARIS)

*An International Textile and Style Monthly*—8,000 distribution



### MAN AND HIS CLOTHES—

LONDON

*British and Continental Style News*—11,000 distribution



### FAIRCHILD BULLETINS

LONDON—PARIS



### FAIRCHILD

TRADE DIRECTORIES  
of the  
Textile-Apparel Field



### FAIRCHILD TEXTILE- APPAREL ANALYSIS

sibilities were open: one, to sell a high-priced specialty at a big gross profit and to advertise heavily to obtain sales volume; two, to plunge boldly and consider our products as old staples in a new form. We decided upon the latter policy as being best in the long run. We decided to sell at a price per cup consumed which would be somewhat lower than that of coffee and tea when purchased in the old-fashioned form. Then we took additional time to improve manufacturing methods to the point where manufacturing costs could be reduced sufficiently to make this possible and still afford profit.

For obvious reasons, a dollar package would be most desirable to us. The objections offered by a number of men in the food business caused enough doubt to have the decision depend upon another actual test among consumers.

Two packages were prepared, one to sell for \$1, and the other containing half as much for 50 cents. Records were kept of sales to an equal number of purchasers over the counter. The smaller units brought 28 per cent repeats, the larger 72 per cent.

The reason, we found, is that coffee is a cultivated taste. Each family has acquired a taste for the blend used and their method of making it. If a woman can be sold a dollar package she will use it up. In this way the difference in taste is bridged over and we have a permanent customer. The dollar package gives enough additional repeat business to warrant sacrificing a few sales.

Our package and our advertising are designed to help break down any resistance to the dollar price and again we feel actual sales conditions have proved it right.

We consider advertising just as much a basic part of our products as the raw materials. A certain invariable amount for advertising is set aside upon each canister and charged in as a manufacturing cost. This may be increased but it will never be cut.

One decision of major importance in advertising policy concerned caffeine. Naturally, during

the years of research prior to commercial manufacturing every element affecting coffee or tea was carefully investigated. We could remove the caffeine, if desirable, so we could afford to be unprejudiced. In view of all the controversy about caffeine, every available bit of scientific evidence was collected and digested. In addition, we did a great deal of original research work ourselves.

As a result we came to the conclusion that caffeine has long been unjustly blamed for disturbances to digestion, sleep and nerves; it is the tannins, astringents, and other undesirable substances, brought out by incorrect methods of brewing, which are responsible in many cases. We decided not to remove the caffeine.

How were we going to handle this in our advertising? Ignore the subject entirely, take a middle ground position, or come out bluntly with the facts?

We were not interested in the "health product" market. Yet we were receiving numerous unsolicited letters from consumers, telling us that they could drink our coffee without any ill effects while they could not drink coffee made in the usual way.

So we decided to advertise our point of view which is simply this: that there are people who have a personal idiosyncrasy for caffeine. They should enlist medical advice and be careful of their entire diet.

We do not attempt to advise any individual. We simply present the facts and suggest that they determine to which class they belong by actual test.

Believing that no one merchandising policy can be generally applied, our program is adapted to meet the conditions of each territory.

In spite of a lot of opposite opinion, we believe that there is an increasing opportunity for mutually satisfactory distribution, and, whenever possible, our program incorporates the broker as a permanent link in our sales plan. When we secure distribution we enter that market with our advertising in large space.





# This letter and ballot card were sent to each member of the AMERICAN INSTITUTE OF ARCHITECTS.

**THE GEORGE L. DYER COMPANY**  
NEW YORK—CHICAGO

May 10, 1928.

**The letter**

Dear Mr. Jones:

The entire membership of the A. I. A. is being asked to participate in a vote on the efficiency of the magazines in the architectural field. Your vote is essential to making it successful, and we will be grateful for a minute of your time.

A vote in favor of the better magazines is a vote against the poor ones and we believe that you will want to help those that help you. The paper which is most valuable to you and is rendering a greater service to your profession will benefit in proportion to the service it renders.

Would you mind taking a minute to answer the questions on the enclosed post card and dropping it in the mail? There is no necessity for signing your name.

If you would care to see the final results, we will gladly send you a copy in return for your courtesy.

Sincerely yours,

THE GEORGE L. DYER COMPANY.

**The ballot**

Please number the magazines below in the order of your preference. They are now arranged in alphabetical order. Please mark your first choice as No. 1 and your second as No. 2, etc.

AMERICAN ARCHITECT	THE ARCHITECT	PENCIL POINTS
ARCHITECTURE	FORUM	RECORD

What is the reason for your preference?

.....

Send me with your compliments a copy of the results of the investigation.

Name.....

Address.....

If you would like to see the results of this study, we will gladly send you a copy without obligation. The Architectural Forum, 383 Madison Avenue, New York, N. Y.

# Picture Pleasr *with* **OFFSET LITHOGRAPHY**

PICTURES often "explain" where words can't. But the advertiser who uses pictures places them a responsibility which must not be overlooked. That's why offset lithography is so often dependent upon to "picture" the advertising story faithfully, attractively, impressively.

## CALL IN AN OFFSET SALESMAN

He can show you samples of offset reproductions which impressed their messages to the tune of "lowest cost per inquiry." Phone the nearest Lithographer operating offset presses.

Published in the interests of More Effective Advertising by the Harris-Seybold-Potter Company, Cleveland, Ohio, manufacturers of

**HARRIS** || **POTTER**  
offset presses || offset presses

**Lithography**

Advertising that follows through to sales

ART SUBJECT COURTESY OF DOLLAR STEAMSHIP LINE

asre

can  
aces  
look  
pen  
tor  
N  
acti  
un  
are  
is-  
d,



PRODUCED ON A HARRIS OFFSET PRESS

# DIGNITY

## IN ADVERTISING TYPOGRAPHY

*requires*

Intelligent Cooperation  
in the Composing Room

• • •

A BALANCED, harmonious layout...a sedate illustration...and even the selection of a "high hat" type face are not alone sufficient to give an advertisement dignity. Much also depends upon accurate casting off of the type, careful spacing and leading, and painstaking attention to every detail.

WIENES TYPOGRAPHIC SERVICE, INC.

203 West Fortieth Street, New York

PHONE LONGACRE 7034

"Intelligent



Cooperation"





## Personified Cows Liven Up News-paper Series for Kow Kandy

## Striped Bags and Humorous Copy Help to Sell New Dairy Feed for This Milling Company

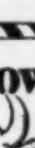
D RAB burlap and innocent white muslin don't fit into the Foster-Rogers Company's idea of exploiting even so staple a line as flour and feed. All colors of the rainbow—red, green, lavender—variegated stripes in futuristic angle designs magnetize the eye of the consumer and his wife, and have broken the tradition of the gunny sack for dairy feed and dish-toweling for the family flour. A kitchen scene, centered with an apple-cheeked housewife with a pan of nut-brown biscuits, adds charm to the prosaic sack of Foster-Rogers graham. A cackling hen of nondescript body lines evidences obvious pride in her recent achievement; this is the trademark of the company's poultry feed.

It's not possible or practical to introduce color into such products as feed and flour, but this company makes a bow to public demand for color by lavish use of the paint brush on its packages.

Several months ago Foster-Rogers introduced a new line to the trade—a dairy feed with molasses content. The jazz note was first struck in the name selected—Kow Kandy. This bit of whimsy has gone over big, according to the company's manager, E. T. Rogers. "The milling industry is almost as old as time," he declared, "and that's probably why some of

its methods are bewhiskered with age. Staid, conservative, as drab and serious as a deacon. We have tried to inject a modern note in mill products merchandising, that's all. Being different, we flag the eye. Why not a little burlesque?"

Why not a little *laugh*?  
This company's modern treatment of its advertising harks back to when Aesop captivated old and young through the conversational accomplishments of his animal characters. That this famed fable idea may be potently used in modern copy is evidenced in the campaign that introduced Kow Kandy.



**COW**

...just what she  
wants - and that's all

**KANDY**

...and nothing in front  
or behind it.

One display showed two amiable looking cows in "Kow Konversation" over the pasture fence.

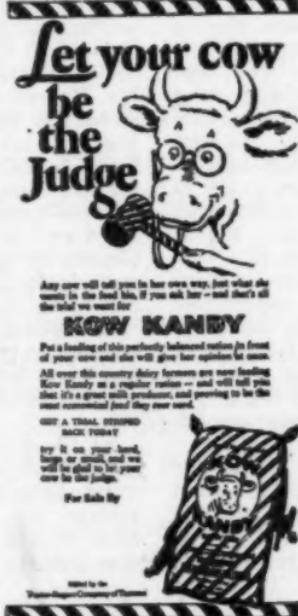
"How they feeding you up at Jones' these days, Bess?"

"Oh swell the Big Boss brought home a striped bag of Kow Kandy and it is simply great. We get some every day now, and we are beating all records in the milk house."

There's a sample of the liveliest topic being discussed in Cowland—if you don't believe it, just take a handful of KOW KANDY and offer it to your favorite cow. She'll tell you in her own way it's the greatest treat in cow feed, and when you add KOW KANDY to your regular ration you will be repaid with increased milk production.

Ask your dealer today. The first striped sack will convince—and you'll find the price in line with the product.

"Your cow will tell you," insisted the captain of another advertisement, appearing with a



THE FOSTER-ROGERS COMPANY IS  
INJECTING A MODERN NOTE IN  
ITS NEWSPAPER ADVERTISING

drawing of a longing-eyed, water-ing-mouthed cow, almost but not quite reaching the invitingly opened striped sack. An illustration showing a cow equipped with beribboned eyeglasses and a striped gavel accompanied another display with this caption, "Let your cow be the Judge."

In each instance the advertisement was bordered at top and bottom with a striped rule representing a stick of candy, and the red-striped gunny sack container reproduced in good-sized replica. The letters in the trade-mark, Kow Kandy, are also striped.

The conceit of putting the cow feed in a red-striped sack, playing this up in the advertising, and bor-rowing Aesop's Fable stuff, put interest in the advertising of a type of product that is generally drab. This advertising did not neglect to emphasize the benefits of the balanced molasses ration in milk production, but the new note was in having the cow tell it forcefully in her own way.

But the name of the new dairy feed presented with appropriate atmosphere was the big factor in increasing the sale of the product at the rate of 25 per cent per month after the advertising got under way, Mr. Rogers emphasizes.

"I suppose it is not difficult for the experts to find several good reasons why we shouldn't use this name. In fact they did. 'The dairy farmer is a serious man.' 'Candy isn't a food.' 'It doesn't emphasize the food idea.' Be that as it may, the name captured popular fancy. Perhaps it was the cow-grin the artist achieved in illustrating the trade name. It was bizarre enough to prompt an initial trial—perhaps from sheer curiosity. Quality alone can bring repeats."

An indication of the consumer reaction to the name and its dress is the experience of Mr. Rogers in traveling about the territory. "People who can't remember my name good-naturedly call me the Kow Kandy Kid. The whole proposition is pleasantly funny. It brings a chuckle to dealer and consumer alike—the best kind of

selling atmosphere. This is par-ticularly true at the initial presen-tation—a great help in introducing a new line."

Hence, the Foster-Rogers Milling Company has forgotten that such a word as dignity exists in the dic-tionary. Its merchandising pro-gram is attempting to keep step in a free-and-easy jazz age, when the inventive tongue and blazing colors make potent appeal to pub-lic fancy.

The initial advertising campaign on Kow Kandy was launched in small-town newspapers throughout western Washington. Two col-umns by eight inches were used weekly. Later the advertising was confined to the communities where dealer distribution was secured. Mr. Rogers' policy in this respect is that a dealer must devote at least half his dairy feed volume to Kow Kandy. No order is accepted for less than a carload lot. When such a dealer is secured he is given exclusive distribution in his community and the milling com-pany backs him up with advertising in the local newspaper, display cards, direct mail, etc. All this material is paid for by the manu-facturer, but the local dealer's name is inserted in the advertising copy.

At the present time the factory is hard-pressed to supply the de-mand, indicating that dignity and reserve are not basic needs for even such a colorless product as cow feed.

### New Accounts to Woolf-Gurwitt

The Woolf-Gurwitt Advertising Agency, Chicago, has been appointed to direct the advertising accounts of the Diamond Radio Company, manufacturer of radio sets, and the Charles Auto Supply Company, manufacturer of auto accessories, both of Chicago. News-papers, magazines and business papers will be used.

### Appoints Harold F. Ritchie as Sales Representative

The Fellows Medical Manufacturing Company, Inc., New York, Fellows' Syrup and Fellows' Laxative Tablets, has appointed Harold F. Ritchie & Com-pany, Inc., also of New York, its sales representative in the United States.

# The Guild room is a book



**W**HEN the ancient artisans gathered together in their guild room, each brought the fruits of his brains and hands and emptied them for the general good.

The world grew too big and life too involved for the guilds. Railroads came; then cars and planes. No building in the world could house the individuals of a single branch of industry. Metals and new miracles of working them revolutionized life itself. Knowledge grew in ten thousand minds. A new form of Guild evolved. Men, whose lives are devoted to metal and machines to work it, now meet in the pages of a book.

New ideas in design, invention, machinery and methods of production are recorded and described in the *American Machinist*.

Here is the true guild. Here you must come if you would know the accomplishments of today and from them receive the inspiration for the developments of tomorrow.

Do you know a better market-place if what you advertise and sell is bought by men who own, manage or work in the metal trades? Where else could you find a market concentrated to an essence of need, desire and demand by the absorbing passion of life-work devoted to metals and machines?

Use the *American Machinist*—the guild book of the metal working industries.

The *American Machinist* is a McGraw-Hill publication, issued from Tenth Ave. at Thirty-Sixth Street, New York.

# Advertising Successes Built on Small Space

Many of These Little Magazine Displays Seemingly "Buried" Bring Large Returns

By Norman Lewis

Vice-President, Chappelow Advertising Co.

THUMB through the pages of almost any general magazine of national circulation, especially near the back, and your eye will light on dozens of little one and two-inch single column advertisements. Several of our leading national weeklies and most of the women's publications are particularly prolific sources for these tiny sales messages.

Sheet music, lingerie, kitchen utensils, wedding invitations, correspondence school courses and sausages are just a few of the many things thus featured.

Are these small advertisements, buried as they often are in the voluminous advertising columns of a 200-page magazine, really read? Have the advertisers ever experimented with larger space; in other words, do most of them use small space through choice, or through necessity? Last, but not least, does this advertising bring in enough inquiries or orders to justify the cost; that is, *does it pay?*

To get the correct answers to these questions, let's go to the advertisers themselves. Here's a typical one: The Patent Novelty Company, Fulton, Ill., manufacturer of hardware specialties. This concern uses fifty-line, single-column space in a half dozen or so women's magazine to advertise four specialties: Polly Prim dust pan, Polly Prim recipe cabinet, Bluebird indoor clothes line reel, and Bluebird mail boxes. Each of these four has a special piece of copy.

The advertisement on the dust pan describes the latter's salient points, and concludes: "Now offered in a variety of pretty enamel finishes—blue, yellow, green or red. Buy from your department, hardware or furniture store, or order direct, postpaid. Price \$1.25."

The Patent Novelty Company

has been in business for over twenty years, but it was not until 1925 that it started to do any national advertising. Since then, it

*IT'S HAPPIER to launder the perishable things at home—gossamer lingerie, tiny towels, precious linens, and the like. Drying them indoors is so easy now, with the aid of the Bluebird.*

*Indoor Clothes Line now. It is made of steel and contains 20 feet of good line with a ring on the outer end and a locking device to hold the line taut at any desired length. Bluebird is offered in a variety of pretty enamel finishes—yellow, red, green and blue. Two middle clothes pins are included free with each Reel. Buy from your houseware dealer, or send 56 cents and your dealer's name and Bluebird will be mailed to you postpaid. Be sure to state color desired when ordering. Address Dept. 42.*

**FULTON LINE**  
PATENT NOVELTY COMPANY  
FULTON ILLINOIS

THE BLUEBIRD CLOTHES LINE REEL IS ADVERTISED DURING THE FALL AND WINTER MONTHS

has been using the space and publications previously mentioned.

"We do not advertise every month in the year," says A. D. Cowan, the firm's advertising manager, "as our products are more or less seasonable. The dust pans and mail boxes are usually advertised at a time when people are house cleaning and painting their homes. Usually at this time they are more susceptible to the arguments in favor of a good dust pan or mail box. During the fall and winter months, when the weather is wintry, blustery and cold, the Bluebird clothes line reel

---

## The VOICE of AUTHORITY in the Industry that is Fundamental to ALL Industry

**V**IRTUALLY every great industrial enterprise today faces *two* distribution problems instead of *one*. Hand in hand with the development of markets for its goods must now go the development of markets for its securities. Deprived of the steady functioning of an efficient machinery for the attraction of new capital, modern industry would almost cease to exist.

In this basic business of security manufacture and distribution The Magazine of Wall Street occupies a position lone and unique. It is the recognized Voice of Authority, sharing its influence and prestige with no other single medium in its sphere.

What it has to say is attentively followed every two weeks by 84,000 of the key investors of the country—men and women who own outright millions of dollars of stocks and bonds in America's best utilities, railroads, banks and industrial corporations; whose aggregate personal incomes reach a staggering figure; bankers, heads of investment organizations, corporation executives, professional people, community leaders.

These 84,000 leaders are the key market for securities or high priced commodities of every kind. *Sell this market first*—lower strata of buying power will inevitably follow its leadership. To reach it you need talk through only one medium—the "Voice of Authority in the Industry That is Fundamental to All Industry."

### **MAGAZINE WALL STREET**

42 Broadway, New York

(Member of Audit Bureau Circulation)

---

# ADVERTISERS

**United States Rubber Co.**  
Footwear and Clothing

**Parke, Davis & Co.**  
Parke-Davis Products

**The Packer Mfg. Co., Inc.**  
Packer's Tar Soap  
Packer's Liquid Shampoo  
Packer's Charm

**Seaboard National Bank**

**Vacuum Oil Company**  
Gargoyle Mobiloil  
Gargoyle Lubricating Oils for Plant  
Machinery  
Gargoyle Marine Oils

**Lehigh Portland**

**Cement Co.**

**Procter & Gamble**

Crisco • Ivory Soap • Camay  
Chips • Ivory Soap Flakes  
P & G—The White Naphtha Soap

People who sell fine weavers - and people who weave them - *APPEAL TO YOUR BUSINESS FRIENDS*

**IVORY SOAP**

If a rusty nail  
waits for Jimmy

**PARKE, DAVIS & CO.**  
The health concern of the pharmaceutical industry

“Ier washdays now,” says Peter’s mother  
with Peter to carry the clothespins

**PROCTER & GAMBLE**

the largest-selling soap in the world

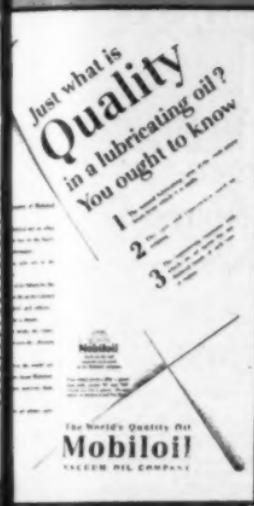
# The BLACK

*Advertising*

NEWSPAPER • STREET CAR  
MAGAZINE • OUTDOOR • RADIO

20 V

# with whom we work



A LADY CONSTANCE looks

BOWLE silver plate flatware

LEHIGH CEMENT  
UNITED PORTLAND CEMENT COMPANY

SERVICE  
With and often exceeding the best and most reliable service as you desire, every year your job may be! "Lehigh" means dependability.

*bowle Manufacturing Co.*  
Sterling Silverware

*the National City Co.*  
Investment Securities

*National Gypsum Co.*  
National Mineral Wall Board

*Pittsburgh Steel Co.*  
Wire Fence

*Pittsburgh Steel  
products Co.*  
Seamless Steel Tubing

*National Steel Fabric Co.*  
Structures - National Reinforcing

*the Spool Cotton Co.*  
J. & P. Coats' Threads  
Clark's O. N. T. Threads

*J. Price's Baking Powder*  
Made by Royal Baking Powder Co.

# MIAN Company

20 WEST 42nd STREET, New York

## More Than A Newspaper *An Institution--*

LA PRENSA *of Buenos Aires* is an integral part of the Argentine national life. For more than half a century LA PRENSA has been favored by those who have made Argentina a first ranking nation.

There are no secrets about selling in Argentina, good products placed within reach of buyers plus intelligent advertising—the formula is the same that brings success in the United States.

## LA PRENSA *of Buenos Aires*



## JOSHUA B. POWERS

*Exclusive Advertising Representative*

14 Cockspur Street  
London, S. W. 1

250 Park Avenue  
New York

is advertised. We have found the fall, winter and early spring months are best for the recipe cabinet, with December leading

for their sales of our products are increasing continually.

"We believe that advertising must have been an important factor in increasing our sales, because the latter have increased all the way from 25 to 40 per cent each year since we have advertised nationally."

Another successful user of small space is The J. D. Gerken Co., Toledo, Ohio, which manufactures Therm-O-flectors, which are heat-deflecting radiator shields. The company started to advertise in 1925 with a forty-two-line advertisement in a leading women's magazine.

"It has been the policy," says an executive in charge of the advertising, "to keep Gerken before the public every month, using twenty-eight-line advertisements in off season. This policy has been changed this year to make forty-two lines the minimum, using eighty-four lines in the better months and not appearing in the slack months, such as December, January, May, June and July.

"Inquiries vary from thirty-eight in December to 208 in November.

"We have found in small space advertising that it is pretty much a question of packing the advertisement full of facts of interest. Only slight changes have been made in the copy since it was first used.

"This small space advertising has helped to build the Gerken

# Save Your Walls

Turn Unightly Radiators into Fountains of Real Beauty

Therm-O-flectors prevent deflection. Assist circulation. Prevent radiator smudge, soot and dirt on walls, ceilings, pictures and hangings. It simply over any radiator. Space above radiator stays clean.

## Therm-O-flectors

Heat-deflecting radiator shields

Save advertising expense, make rooms more attractive. Transform radiators into handy stands, shelves, benches and window seats. Made in three styles: cabinet type, bench type and open type. For further information, write.

The J. D. Gerken Co.,  
27 Ontario Street, Toledo, Ohio.  
Representatives wanted in every leading city.

Open  
\$1.50

THE GERKEN COMPANY BELIEVES SMALL-SPACE ADVERTISING SHOULD BE PACKED FULL OF FACTS

all, for this article makes an exceedingly acceptable gift.

"We have been told that it is not good policy to advertise unless there is fair distribution, but we advertised without this and boosted the distribution of our products. Due to advertising, we now have more merchants, jobbers and department stores handling our products than heretofore. In addition our advertising has increased sales in our old outlets.

"Some advertising men may not approve of the way we have merchandised our advertising, for we have not gone about shouting from the rooftops about what we were doing. We felt that our advertising expenditures were not sufficiently large to create a loud 'Hullabaloo' and that if we did, it would be a boomerang rather than a benefit. We have conservatively called the dealers' attention from time to time to this advertising, reminding them that it must be helping them,

**Big Projects in Home Cooking**

Alice Bradley, famous expert, shows just how to make and sell foods in big demand. How to cater, run profitable TEA ROOMS, Motor Inns, Cafeterias, etc.—over 51 Ways to Make Money. Quick profits guaranteed. "Cooking for Profit" is a **CLASS**. American School of Home Economics, 822 E. 54th St., Chicago

THIS ADVERTISER USES SMALL SPACE BECAUSE IT "BRINGS BUSINESS AT LEAST EXPENSE"

organization to some sixty distributors."

The American School of Home Economics, Chicago, which advertises correspondence courses in home cooking, candy making, etc., is a user of ten-line space. This concern answered my questions tersely but very much to the point.

It has used small space in national magazines for about twenty-two years, and at present is running regularly in from eight to ten publications. It says: "We use small space because it brings both inquiries and business at the least expense." Inquiries are secured at a cost of from 50 cents to 60 cents each. To the question, "Do you consider that this small space advertising in national magazines has helped to increase your business appreciably?" came this reply, "Nothing else but!"

Another user of ten-line space is the Mitchell & Church Company, Binghamton, N. Y., whose business can best be described by this typical piece of copy:

Make \$25 to \$75 Next Week and every week thereafter. A steady dependable year round income for men and women to sell our wonderful dress materials, handkerchiefs, etc. Experience unnecessary. Samples make selling easy. Hundreds making good. So can you. Whole or spare time. Try this. Write today. Mitchell & Church Co., Dept. 11, Binghamton, N. Y.

Mitchell & Church say: "We have been using ten-line space for probably fifteen or twenty years. At various times during that period we have experimented with larger space but it has always been our experience that while the increased space brought more returns, yet the percentage of increase was not in proportion to the increased cost. Ten-line, single column space gives us our inquiries at the lowest cost of any plan we have so far tried.

"These ads are run in five or six of the leading women's magazines. They are usually run from July to February, inclusive, with the exception of the month of December. It has been our experience that advertising returns during the holiday period are not at all satisfactory and for several years now it has been our practice to drop out of the magazines during this period.

"The usual number of inquiries run around 350 a month when using six publications. January seems to be the banner month for inquiries. The number last year ran to 462 for January as against a season average of 350.

"The accompanying ad is one of

the most successful we have used for several years and we think so well of it that we are using it again this year in all publications."

It is the policy of Mitchell & Church not to make frequent changes in copy. So long as a

Ask for

# century

## SHEET MUSIC

SAY "CENTURY" and get the world's Best Edition of the world's Best Music by the world's Best Composer. It's 15c (20c in Canada) 2500 selections for Piano, Piano Duos, Violin and Piano, Saxophone, Mandolin, Guitar and Vocal. Get free catalogue at your dealers, or write us.

Century Music Publishing Co.  
304 West 8th Street  
New York City

15¢

BECAUSE IT HAS BEEN RESULTFUL, THIS SAME ADVERTISEMENT WILL BE USED THIS YEAR AND NEXT BY THE CENTURY COMPANY

particular advertisement keeps on pulling, they stick to it.

Incidentally, this company closes on an average of 15 per cent of all the inquiries it receives.

Then there is the Century Music Publishing Co., New York, publisher of sheet music.

Its first advertising campaign was started during the fall of 1911, with half-page advertisements in a few publications. This it continued for several years, during the months of September, October, November, February, March and April.

Its next move was to add several more publications and to reduce the advertisement to quarter-page size. This plan was worked for several years, and then it took on quite a few more magazines and again reduced the copy, this time to fifty-six lines, single-column. A year or two later it again increased the list of magazines, and changed from a fifty-six-line, single-column advertisement to a fifty-six double-column one.

Since February, 1927, the Century company has been using twenty-eight-line, single-column space. "This has pulled better,"

*The Luxury Loving Argentines  
Are the Readers of*

# LA NACION

*Extraordinary Pulling Power—Superior Coverage—Prestige*

*of Buenos Aires*

FOR many years, LA NACION has maintained its prestige with the best classes in Argentina—those who buy what the American Manufacturer has to offer—Automobiles and Accessories, Toilet Articles, Drugs and High Grade Wearing Apparel. LA NACION regularly carries much more display advertising than any other daily in Argentina. The Argentines believe in LA NACION

*Ask for Rates and Sample Copies*

Editorial and General Offices in  
the United States:

**W. W. DAVIES**

Correspondent and General  
Representative

383 Madison Ave., New York

United States Advertising  
Representatives:

**S. S. KOPPE & CO., Inc**

Times Building

New York

Telephone: Bryant 6000

*The Discriminating American Advertiser  
Uses LA NACION of Buenos Aires*

it says, "than any of the ads heretofore used, due no doubt to the fact that it is appearing in a greater number of magazines and a greater number of issues, than ever before.

"Our advertisement is not one that seeks direct replies—it's a publicity ad pure and simple. However, each advertisement is keyed, and the returns from each magazine carefully tabulated; and we have found that the cost per reply from the smaller advertisement, against the amount of money expended, is from 10 to 20 per cent lower than any other campaign heretofore conducted.

"It may interest you to know that we are the only advertiser in America of reprint music. At least 70 per cent of all the numbers listed in the Century catalog are reprints and are published by no less than fifty and in some instances a hundred publishers. Several of the largest advertising companies in this country turned down our advertising when we first launched in the field, claiming that we had nothing to advertise, and refused it unless we could insure them that we could get 80 per cent of the dealers to co-operate with us. The fact that we have continued for seventeen years to nationally advertise Century music is the answer to your question, 'has it been a success.'

**SOLD ONLY THROUGH THE MUSIC STORE**

"Century music is carried and featured in nearly every reliable music store in America. In fact, it is sold only through the music store. The requests which are received through the consumer advertising, which are many, are immediately sent to the dealer in the field. The dealer naturally appreciates this co-operation and has greatly helped through his own efforts to make each campaign a success."

Beginning with September, 1928, the Century company will advertise in thirty-one national magazines. "It is our intention to use this year and next, the same two-inch advertisement, because we consider it the most resultful of any so far adopted."

This article is not intended to champion small space. There are too many sound arguments in favor of large space—prestige, greater opportunity for striking layout, better illustrations, color, etc., more favorable position, as a rule, and the fact that a big dominant advertisement is insurance against your competitor overshadowing you or stealing your thunder.

But the fact remains that a great many advertisers are using small space successfully. So, if you have a product or a service which can be advertised at all, don't feel that you have to wait until you get enough money to buy a couple of double-spreads in color. Jump in—get your feet wet—with a few economical insertions of small space. Even if nothing happens, it won't wreck you. And on the other hand, you may get a most agreeable surprise.

Second—and this is for the advertiser who has arrived—don't feel that you have to change your copy every insertion. Many of these small space advertisers run the same advertisement year in and year out—with no diminishing of returns. As Kenneth M. Goode and Harford Powel, Jr., say in their estimable book, "What About Advertising?"—"One extraordinary advertisement, run a hundred times over, will do more good than 150 less convincing advertisements run once. If people like your advertisement, and are influenced by it, they will be just as faithful to it—over a period of years—as they are to 'Abie's Irish Rose' or to Rosa Bonheur's 'Horse Fair' or to Abbey's murals in the Boston Public Library, or to Niagara Falls. People are just like that!"

**D. E. Cohn Buys St. Mathews, S. C., "Calhoun Times"**

David E. Cohn, until recently advertising manager of the *Columbia, S. C., Record*, has purchased and is now publisher of the *St. Mathews, S. C., Calhoun Times*, a semi-weekly.

**Joins Brown Advertising Agency**

V. D. Lidyard, for three years a member of the advertising department of the *Firestone Tire & Rubber Company*, Akron, Ohio, has joined the Brown Advertising Agency, of that city.

1904  
1905  
1906  
1907  
1908  
1909  
1910  
1911  
1912  
1913  
1914  
1915  
1916  
1917  
1918

1919  
1920  
1921  
1922  
1923  
1924  
1925  
1926  
1927  
1928

**1929**

**MOTOR SHOW ISSUE**

*A GREAT Magazine*  
*A Great SALES Medium*

**H**AVE you made your reservation for this greatest of all  
show time sales mediums?

Any one of these offices will supply you with the details.

**MOTOR**

57th Street at Eighth Avenue, New York

Hearst Building  
Chicago

1516 Chestnut St.  
Philadelphia

6-226 General Motors Building  
Detroit

*an unbroken line of leadership for 25 years*

**The  
26th Issue  
Will Again  
Dominate  
The Field**

..



**Years ago the automotive pioneers turned to Hyatt for aid in overcoming friction. And today Hyatt is adding another chapter to its long record of service to industrial America. For leading railroads are now equipping their cars with Hyatt Quiet Roller Bearings, thereby achieving a degree of riding comfort once undreamed-of. The campaign announcing this achievement was prepared by Campbell-Ewald, who also prepared the first Hyatt Advertisement . . . which appeared 17 years ago**



*In addition to Hyatt Roller Bearings the Campbell-Ewald Company advertises the following services and products:* American Automobile Association; American La France Motor Trucks; Apex Electrical Household Appliances; Ashley-Dustin Steamship Line; Bank of Detroit; Bon-Dee Golf Balls; Buick Motor Cars; Burroughs Figuring Machines; Cadillac Motor Cars (Canada); Canadian General Electric Co., Ltd., (Institutional); Carron Game Boards and Bridge Tables; Caterpillar Tractors (Canada); Chevrolet Motor Cars; Chevrolet Motor Cars and Trucks (Canada); Consolidated Corrugated Paper Boxes and Binder Boards; Copeland Electric Refrigerators; Delco-Remy Automotive Products; Detroit & Cleveland Navigation Company; Detroit and Port Huron Steamship Lines; Duo-Set Adjustable Golf Clubs; Edison Mazda Lamps (Canada); Fire-side Home Industrial Service; Fy-Fyter Extinguishers; General Electric Refrigerators (Canada); General Motors Building; General Motors of Canada (Institutional); General Motors Trucks (Canada); Harrison Radiators; Hercules Truck Bodies; Holley Carburetors; Hotpoint Ranges and Appliances (Canada); J. L. Hudson Department Stores; Keystone Watch Cases and Howard Watches; Kleiner, Tom Moore Cigars; S. S. Kresge Stores; LaSalle Motor Cars (Canada); Liberty Ready-Cut Homes; Link-Belt Industrial Products; McLaughlin-Buick Motor Cars (Canada); Milson Extracts and Pharmaceutical Products; National University Society Educational Lectures; New Departure Ball Bearings; Nicholson-Brie-Dover Ferry Line; Oakland Motor Cars; Oakland Motor Cars (Canada); Olds Motor Cars; Oldsmobile Motor Cars (Canada); Pacific Lumber Co. (Calif. Redwood), (Canada); Paintex Fabric Paints; Pontiac Motor Cars; Pontiac Motor Cars (Canada); Postel's Elegant Cake Flows; Premier Cushion Springs; Radiolas and Loudspeakers (Canada); Radiotrons (Canada); Rambler All-Metal Aeroplanes (Canada); Sawyer-Massey Road Machinery (Canada); Shortwell Marshmallows; Silent Automatic Oil Burners; Taylor Caps for Men; Union Title and Guaranty Service; Union Trust Service; United Motors Service; Webster Cigars; White Star Steamship Lines; Wolsey Woolen Wear, (Leicester, England)

**Campbell-Ewald Company, H. T. Ewald, President  
General Motors Bldg., Detroit; New York; Chicago; Seattle;  
Los Angeles; Portland; San Francisco; Paris, France  
In Canada—Campbell-Ewald Limited, Toronto; Montreal**

# "We Had To Be Shown —and Were!"

Quality Merchandise Backed by Pantagraph Advertising Brought Us to the Top In One Year.

"We are recent converts to the power of advertising. Operating an exclusive haberdashery for many years we were content to have our patrons seek us out. Today, conducting a complete men's store, it is a most gratifying experience to find real profit in the use of 85,246 lines —our appropriation in the past year. We must give full credit to the influence of The Daily Pantagraph in Central Illinois for a volume of sales that has given us a commanding position in competition with other older and equally high-grade clothing stores. Our volume of sales in the towns outside of Bloomington was certainly a revelation to us.

"We placed all of our advertising dollars in this one medium and our faith was fully justified."

—J. ROBERT DEWENTER.



## Another Success Story That Proves the Possibilities for Sales In Central Illinois

A compact market of 30,000 families, living in 82 towns and on the farm, completely dominated by The Daily Pantagraph. Families with incomes and a standard of living that assure a ready and profitable response to intensive advertising cultivation.

*One-Paper Coverage—Long Time Readership—  
Ability and Willingness to Buy.*

# The Daily Pantagraph

BLOOMINGTON, ILL.

REPRESENTATIVES: CHAS. H. EDDY CO.—New York, Boston, Chicago

# In England, Too, an Advertised Business Attracts Investors

How a Big Mail-Order Business Was Created Overnight

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

THE history of a mail-order business recently created, with headquarters in London, illustrates strikingly the commercial value of a good advertising idea—provided you have a meritorious and salable product behind you.

A young Englishman—at all events he is not yet middle-aged—was impressed by the unsatisfactory features as a source of repose exhibited by the ordinary domestic mattress and wire spring bed. If the mattress was hard enough to distribute the weight of the reposer comfortably over the spring beneath, it was liable to be too hard for his bones; and if it was soft enough to be comfortable, it had an unholly knack of sagging down in the middle and pushing the spring out of shape.

Whereupon he went to work and invented a neat little contrivance of metal struts and springs, which can be insinuated beneath the anatomy of an ordinary wire spring mattress, and having been placed in position will immediately and completely remove any tendency to sag, at the same time multiplying almost incalculably the restful qualities of the couch as a whole.

Having completed his invention, put together a couple of hundred units and invented the title "Ner-Sag" (which does not sound particularly attractive but the public was found to like it), the inventor spent most of his other resources on getting the thing covered by patents. This was successfully accomplished, but it took away, as has been indicated, the balance of his money and the selling problem had not even been considered as yet. He had 200 Ner-Sag mattress-improvers and not much else. To his inexperience, it seemed that a little advertising ought to sell the goods; and for this purpose that

a picture would certainly be needed. Pictures were printed from blocks. He knew that.

So our inventor walked into a blockmaker's office in London, explained his invention, and asked to have a drawing made. A draughtsman was therefore sent to the inventor's house, where the appliances had been made, and having studied them produced the desired work of art.

This gave satisfaction and the inventor sent it back with his O.K. and asked, in the innocence of his heart, for a block! Being asked what kind of lock, he answered by telephone, that he wanted a block for a London daily of the popular class, which he named, and was promised early delivery thereof.

## NO SLEEP, NO PAY

The blockmaker, however, was better than his word; perceiving that he had to do with a man of inventive genius, without commercial training, who would be very liable to lose both his money and the benefits of his invention, he pursued the acquaintance further, suggested to the inventor that a mere bald announcement that Ner-Sag mattresses were to be had was not likely, without some trimmings, to produce much business, and presently drafted an announcement boldly headed "Send no money" offering frankly to send the article on approval to all comers, no sleep, no pay. This rather alarmed the inventor, and ultimately the "Send no money" line was reduced in size and put at the bottom; but this did not make much difference to the scheme; for as soon as the advertisement appeared, the whole stock was promptly demanded by the public, and within a couple of weeks 2,000 more Ner-Sags had been ordered.

This taxed the resources of the domestic manufactory—for the whole work was still being done downstairs at the inventor's residence—but the small advertisement was repeated and trade continued to be exceedingly brisk. Then came the Easter holiday season, when everyone in this country stops work for four days, and the inventor-manufacturer, feeling that orders would now fall off and that he needed a holiday anyway, took one also, with startling effects. When he returned, he found the front door of his house stuck, and the hallway packed solid with letters shoved through the letter-plate by fatigued postmen: it had no letter-box on the inside. The only way to get in was by effecting a burglarious entry at the rear. Before long, an extensive freehold factory was built and a company formed for £100,000, to carry on the business, which it does with exemplary success.

All this happened a year ago. Ner-Sag now takes full pages in the most expensive popular papers and gets away with it, and the £1 share stands at £5 on the London Stock Exchange today. Recently deciding to extend the business abroad, a subsidiary company for £250,000 was floated in five shilling shares, of which half were offered for sale. No less than £2,250,000 worth—ten times the total capitalization of the company—were applied for by the public!

Perhaps the most interesting thing of all is the way in which the "Send no money" element worked out. Except that now and then a man falls dead or is run over by a motorcar there are no bad debts. Everybody pays up. The whole business is done by mail order, but opportunities for selling in wholesale lots are not neglected. The newest application of the principle is to make chair-seats on the same plan, with agreeable results to the comfort of the sitter. The first man on whom the inventor tried this invention of a sagless chair-seat was a picture-house owner. "It looks good to me," this man said: "Send me 200. I'll put them in the first four rows

and if the people like them I'll seat the whole of the house with them."

Now this inventor began with nothing but an idea—not even money. The arresting idea of "Send no money"—new to the furniture trade—created a big business, and exemplified once more the adage that *It Pays to Advertise*.

Something else was proved also, namely the confidence with which an advertised business is regarded by the investing public, and a whole sermon might be preached on this, remembering the coldness with which the proposal to advertise an established business is often greeted by a conservative management.

### Employing Printers to Repeat Course for Laymen

The New York Employing Printers Association will give again, this year, the course it has conducted in the past for laymen under the name of "Elements of Printing and Printing Processes." This course is designed to supply the needs of those whose work brings them in contact with the printing industry and to whom a knowledge of the printing field from a theoretical and practical viewpoint is useful. The instructor will be Irving B. Simon, assistant production manager of the Macfadden Publications, Inc., New York. Registration can be made at the New York Employing Printers Association headquarters at New York.

### Larger Fund Sought for Salt Lake City Campaign

The Salt Lake City, Utah, Chamber of Commerce-Commercial Club will conduct a drive during the week of November 19, to raise a fund of \$80,000 to be used for community advertising in 1929. This is the largest sum that has been sought to advertise the city.

### Investment Account to Albert Frank

W. M. Dickey & Company, Inc., investment house of Chicago, has placed its advertising account with the Chicago office of Albert Frank & Company, advertising agency.

### To Direct Postum Sales in Canada

Philip A. Bridgman has been appointed general sales manager of the Canadian Postum Company, Ltd., and the Baker Associated Companies, Ltd., Toronto.

## WHAT THE CHRISTIAN SCIENCE MONITOR OFFERS ADVERTISERS:

- (1) An international newspaper that is ranked by newspaper men themselves as among the leading authoritative publications of the world. Noted for its clean news and unbiased editorials.
- (2) Good company. Only carefully selected and approved advertising, offering meritorious products truthfully represented, is acceptable for publication in the Monitor.
- (3) Regional Advertising Rates. Three editions daily—one for the Atlantic Seaboard states and Europe, another for the Central states, and a third for the Rocky Mountain and Pacific Coast states—make possible the regional placement of advertising at a low rate.
- (4) A remarkably responsive group of readers. The reader interest in the Monitor and the exceptional reader response to Monitor advertising are well known to many leading advertisers.
- (5) A cooperative "tie-in" advertising service by which local advertising of retail outlets is secured to tie-in with manufacturers' national advertising in the Monitor.
- (6) Long life. The Christian Science Monitor, because of the nature and authoritativeness of its contents, retains its appeal far beyond the time of other newspapers, and probably is read by more individuals per copy than any other newspaper.
- (7) Clean typography and makeup, combined with the finest printing of halftone illustrations, day in and day out.

### THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

Published by The Christian Science Publishing Society

107 Falmouth Street, Boston, Massachusetts

# Reaching Men via Their Wives

The Indirect Approach Was Found to Be the Most Economical in This Case

By Winthrop R. Howard

President, The Rawlplug Co., Inc.

BECAUSE of the interest aroused by my article in the September, 1928, issue of *PRINTERS' INK MONTHLY* describing how industrial prospects were reached through the medium of a national poker game played by mail, I have been asked to describe what I consider to be another unusual campaign. This is directed at a different market and seeks to reach that market via the housewives of the country. By means of a household kit aimed to attract women, we have started to reach men with what is essentially a mechanic's tool.

In 1921, we came in the field with Rawlplugs, a jute fibre screw anchor which we advertised and merchandised extensively. While we have sold the industrial market, we also have felt that it would be wise to gain as customers the vast army of carpenters, masons and other mechanics who have need for Rawlplugs. Several years ago we tried to reach this mechanics market direct. Suffice it to say that results were not what we hoped.

Meanwhile, we had been at work on a household outfit, which consisted of a masonry drill and an assortment of our screw plugs to meet ordinary home needs. We tried many methods of promoting this kit. When first it came out, the price was \$1.50. Gradually we were able to bring its retail selling cost down to 75 cents. And here it remained for a while.

In each kit was enclosed a folder telling how Rawlplugs could be used outside the home, and we reaped a certain amount of industrial business as the direct result of these kits being used at home. But household distribution was limited. Small hardware stores insisted that they could not find a market at the price we

were able to place on the outfits. However, we maintained a good sale of kits through department and house furnishings stores.

In such stores we aimed to appeal to women. When a customer made a purchase, for example, of a towel rack, nine times out of ten she would ask how to put it up in her bathroom. Store clerks would say that she could do it easily with Rawlplugs, which were for sale at the hardware counter. In some cases we furnished printed signs for use in certain store sections to tell how the merchandise in those sections could be put in place with our screw plugs. A display carton, to act as a silent salesman, helped sales a good deal in these larger stores, and from repeat business coming in to us we knew that the display sold itself.

But we were not reaching our mechanic prospects in any number and we were not doing a startling volume in household sales.

Accordingly, we worked over the household kit and eventually brought out a home outfit which could be sold at retail for 50 cents. We then proceeded to develop a counter display which would graphically tell what the product would do. This cardboard container, predominantly Persian orange to match the kit boxes, showed in pictures how Rawlplugs could be used in plaster, in brick, in tile, in concrete and in wood. A simple diagram also pictured how easy it was to use these screw plugs. The carton was made to hold a dozen kits, because we felt that this amount—costing the dealer only \$4—represented a small enough investment to attract the small store to give our product a trial.

We then got a noted writer of detective stories—Arthur B. Reeve—to write a "Craig Kennedy" story



## MIND MORE **WHAT** IS SAID!

### **WORDS CRYSTALLIZE THOUGHT.**

Words convey thought.

**UNLESS** sound thinking lies behind them, words are only idle gestures.

Too much advertising "copy" is written today with too little thought behind it. Too little advertising is written as the fulfillment of matured thought.

How a thing is said is *form*. What is said is *substance*!

**FORM** without substance is an empty thing. Form with substance is solid and enduring.

**EFFECTIVE** advertising is a result of the quality of the basic, straightline thinking that conceives it.

Newcomb services are specifically and purposely attuned to meet the needs of companies with relatively moderate advertising appropriations—those that approximate \$10,000 to \$100,000 a year.

**JAMES F. NEWCOMB & CO. INC.**

*330 Seventh Avenue, New York, N. Y.*

Telephone, PENnsylvania 7200



**I**N the selection of an advertising agency the factors normally weighed are reputation, ability, experience and personality.

The assumption is that advertising goes out into the open to stand or fall and that the tastes and habits of the American people are universal.

Therefore, advertising that will sell the citizens of San Jose, Cal., will sell the citizens of Troy, New York.

There have been some rude awakenings. Modern advertisers, finding their product first in one region, second in another, fifth in another, eighth in another, are beginning to have some doubts. The accepted rule doesn't seem to be running according to Hoyle.

**T**HE downright truth is that in many instances the advertising set-up is

trailing the sales set-up.

It is our fixed opinion that modern business and the cost of advertising require that an advertising agency have three complete, highly trained organizations in the three key zones of this country—eastern, mid-western and the Pacific Coast.

This means that in our judgment an advertising agency with but one office cannot have the grasp on a sales and advertising program that a closely-knit but widespread advertising organization has.

Nor is this just theory. Nor an appeal to logic solely. We have worked under both systems and know the better from experience.

**O**NE of our customers, after two years' experience in working with us, writes to a prospective client:

"We are glad to answer your letter of August 8th relative to the Wm. H. Rankin Company.

We selected the Wm. H. Rankin Company two years ago after interviewing more than fifty of the best known agencies in both New York and Chicago and after having tried out three of them with very little results.

The theme which they suggested to be used in our advertising gave immediate results—it increased the number of inquiries sixteen times over any former advertisement in the same cities.

Another feature which impressed us greatly was that they recommended reducing the size of our newspaper advertisements without any loss of attention value and still maintained the above mentioned increase in inquiries.

We began our magazine advertising shortly after the newspaper campaign convinced us of the success of the underlying copy theme and the number of inquiries and orders received were most gratifying. The increase in our sales during the past six months has been nothing short of phenomenal. The coast to coast advertising service of the Rankin Company means much to any advertiser doing a national business.

As a matter of fact the Rankin Company seems to have branch and local representatives of the company in every city and town where a newspaper is published. From my own experience in traveling and calling on the trade the service these publishers have given me has been of untold value. I know many of the customers of the Rankin Company and they all speak as highly of the Rankin copy, art,

merchandising and selling service as I do.

I feel certain that your client will make no mistake and will not regret selecting the Wm. H. Rankin Company as their advertising counsel and agents." (Name given on request.)

WE have used magazines, newspapers and the radio with splendid results for the customer whose letter is quoted above.

We are particularly interested in securing, and are in fine shape to serve, an automobile, tire, food product, radio, railroad or steamship account.

An appointment with one of our executives will be made on request.

WM. H.   
**RANKIN**  
 COMPANY *Advertising*

*Established 1899*

342 Madison Avenue Tribune Tower  
 New York City Chicago, Ill.  
 Murray Hill 9300 Superior 6690

San Francisco: 507 Montgomery St.

Los Angeles

407 Petroleum Securities Bldg.

Portland, Oregon - Seattle, Wash.

Toronto, Canada

Charter Member of the American  
 Association of Advertising Agents

Member National Outdoor  
 Advertising Bureau

Charter Member  
 Audit Bureau of Circulation

whose mystery revolved around the use of Rawlplugs. But instead of making an advertising story of this, we had the author create a 16-page booklet which consisted of nothing more than a straight detective yarn. While Rawlplugs were mentioned in the story, the name of the company did not appear anywhere in the booklet.

The thought behind the booklet was this: The author and his detective character have been known far and wide for about twenty years, and we believed that almost anyone would recognize and be glad to read a "Craig Kennedy" story. If we provided such a story, in which the use of our product was described as an integral part of a well-told, absorbing mystery, we believed we would gain far more interest in Rawlplugs than if we plastered the name all over the booklet or otherwise made of the booklet an ordinary piece of advertising.

On June 1, 1928, we were ready to start our campaign. At that time, we began our first real promotion of the household kit, for previously, at the old price and with limited outlets, we had not pushed the kits except through salesmen. To 17,000 carefully selected hardware and house furnishings stores we sent a broadside in which, instead of the product, we featured the booklet. We stated that with each carton of twelve kits we would include forty booklets which might be imprinted with the dealer's name and address for store distribution or for monthly mailings.

In the same envelope that contained this broadside went a card telling who Arthur B. Reeve is—a reprint from "Who's Who"—so that in the event a dealer did not know the author he would quickly appreciate his importance. Another card was enclosed for orders.

Ordinarily a dealer would object to a 16-page advertising booklet, but not in our case, as we have found out since the campaign started. For we have provided extra booklets not only for the dealers on our 17,000 mailing list who ordered kits but also for

many of our regular customers who asked for copies of the story to send out in their monthly mailings. In all, about 200,000 have been distributed so far.

Results from this booklet have been excellent. First, they have helped us introduce the kits and the use of Rawlplugs nationally. Second, they have reached about 50,000 homes of small store customers at no mailing cost to us. Third, they have reached the consumer with the backing of the local store and have made a direct tie-up between Rawlplugs and the fact that they are carried by the local merchant.

#### KEEPING THE BOOKLETS FROM GOING ASTRAY

To make sure that the booklets would get distribution we did an interesting bit of packaging. Orders called for forty booklets with each carton of kits. Now ordinarily the advertising helps which accompany a shipment of merchandise get lost somehow before they ever reach the dealer's counter. We decided to avoid this difficulty. So we placed each counter display carton in a cheap outside carton with a large gummed strip nearly as wide as the carton itself and on which was printed:

"Do not unpack further until ready to put on display counter. This package will keep contents dust-proof."

This wrapping achieved our purpose. It stopped the receiving clerk at the moment he might be about to get down to the booklets and the display carton and induced him to wait to open the package until the display carton was actually needed on the counter. Thus the booklets did not go astray.

Returns are still coming in from the introductory campaign. We find constant reorders reaching us from dealers who told our salesmen that they were not interested in the kit because "my neighborhood is different," "only wooden construction around here" and so forth. Because we asked such dealers to take only a dozen kits, at the small investment of

\$4, and because we gave them not only a counter display which had proved sales ability, but also readable booklets to arouse local interest, we were able to get Rawlplugs into these stores.

Best of all, 90 per cent of the sales of such small retailers were to the women of the neighborhood. Experience has shown that the kit in such cases appealed especially to the woman who had had trouble persuading her husband to put up whatever home article had fallen down, because how to put the thing up had been a problem the husband did not know how to solve effectively.

While it is hard to put one's finger on concrete facts and figures to prove that a campaign like this, addressed chiefly to women of the household, has reached the man of the home who is the person we hope to make our really important customer, reports from our branches convince us that in many cases women have actually worked out a way by which their husbands could apply Rawlplugs in their daily work. This information came to them of course through the reading of our bulletin, printed on bible paper and enclosed in each kit, which clearly showed the commercial application of Rawlplugs to the various trades. We feel that our campaign on these kits actually has reached industrial users, contractors and mechanics through the initial interest of their wives.

Now we have a real nucleus for national distribution which can be backed up with national advertising. Our idea is that distribution should slightly precede advertising. Now that we have enough of the former, we are planning to run future distribution and advertising at the same pace.

Having gained our initial distribution through first interesting women in our product, we are ready now to think how best to advertise to reach our mechanic market directly.

#### Appoints Yost Agency

The Northern Fur Company, St. Louis, has appointed the Yost Advertising Company, of that city, to direct its advertising account.

#### New Chase Trade-Mark for Brass and Copper Products

In its national advertising, the Chase Brass & Company, Inc., Waterbury, Conn., introduces a new trade-mark which will identify the products of the Chase company and its amalgamated companies. These products include Alphabronze brass pipe and the products formerly sold by the Waterbury Manufacturing Company and the U. T. Hungerford Brass and Copper Company.

The new trade-mark is that of a figure, half horse and half man with bent bow and drawn arrow and has been adopted because of its apt reference to the chase and to the firm name. The uses to which the new trade-mark will be put are described in the advertised announcement which states that it will appear on shipping tickets, labels, boxes, cartons and on all products including those formerly marked Chase-Hungerford "Star Brand."

#### New Advertising Agency for Milwaukee

The Wilson Company, Inc., is the name of a new advertising agency organized at Milwaukee by A. B. Wilson, Neal T. Hall and J. J. Hudson, who were formerly with the Milwaukee advertising firm of Hannah-Crawford, Inc. Mr. Wilson was a vice-president, Mr. Hall was production manager and Mr. Hudson was treasurer. Hannah-Crawford, as announced in *PRINTERS' INK*, has merged with Freeze and Vogel, Inc., of that city, becoming Freeze, Vogel & Crawford, Inc.

#### E. L. Ellis Starts Own Business

Evan Leslie Ellis, for several years advertising director of Mandel Brothers, Chicago department store, has resigned to start an advertising and sales counsel service at Chicago under his own name. He was, for five years, advertising director of Stern Brothers Department Store, New York.

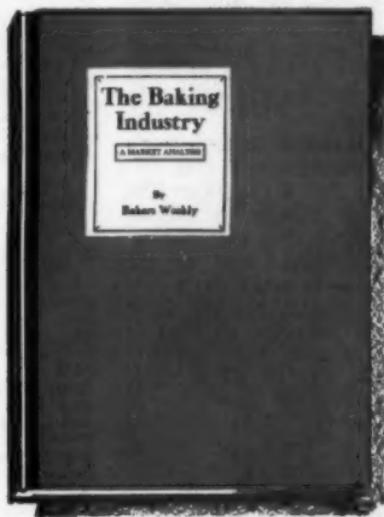
#### McAleer Mfg. Company Appoints Campbell-Ewald

The advertising account of the C. H. McAleer Manufacturing Company, Detroit, has been placed with the Campbell-Ewald Company. A national campaign is being planned. The McAleer company makes automobile cleaners and polishes.

#### Richard Ziesing with "The Ladies' Home Journal"

Richard Ziesing, vice-president of Fuller & Smith, Cleveland advertising agency, has resigned to join the Cleveland office of the Curtis Publishing Company as sales representative of *The Ladies' Home Journal*. He had been with Fuller & Smith for ten years.

# How large is in this new billion-dollar



## Some of the points discussed in this new survey:

What the baker buys (expenditures for ingredients and equipment)

How the industry is organized (wholesalers, retailers, house-to-house bakers; combinations)

Buying methods and trade char-

acteristics which may affect your selling policies

The preference for nationally-known brands (the same ingredients the housewife uses)

A concentrated market (maps showing distribution of bakery plants, per capita consumption of baked goods, etc.)

# BAKERS *Weekly*

THE BUSINESS MAGAZINE OF THE BAKING INDUSTRY

45 West 45, New York

IN CHICAGO: 360 North Michigan Avenue

# What is your market in-dollar industry?

**1919** ushered Baking into the circle of billion-dollar-a-year businesses. Baking now ranks a close third among all food industries.

Two years ago, 7998 bakers spent \$272,226,986 for flour. They bought 398,882,391 lbs. of butter, lard and other shortenings; over 125,000,000 lbs. of fruits and nuts.

They buy delivery cars, automotive accessories and supplies. (The average wholesale baker spends *as much for tires as for oven fuel!*)

They build new bakeries, they buy new plant and store equipment, cartons, decorated tins, shipping containers and what-have-you.

If yours is a product which can, perchance, be sold to bakers, you will want our new 46-page book of facts: "The Baking Industry—A Market Analysis."

**THIS COUPON brings the book of facts**  
free to executives of manufacturers and advertising agencies. (To others, \$2.00 a copy.)

BAKERS WEEKLY (Dept. W10), 45 W. 45 New York

Please send me your book "The Baking Industry."

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# S. R. O.

2000 WOMEN INSIDE

Standing Room Only is the sign that gladdens the heart of the producer. And that's the sign that we might hang now outside our Auditorium, because every Monday, Wednesday and Friday.

## The Cooking School That's Different

*Under Direction of Ann Warner—  
Chronicle Household Efficiency Editor.*

packs the hall — not with sample-seekers, but with keen, interested women listening to the messages of Chronicle advertisers.

*And you should see the letters we've had from these advertisers!*

San Francisco  
**Chronicle**

# Northwest Apple Growers Unite in Advertising Campaign

They Decide to Substitute Paid Advertising for Free Publicity, Which Has Been Depended Upon in the Past

A CO-OPERATIVE advertising campaign, built around the slogan, "Apple Time Starts with Jonathans," was launched September 1 by representatives of fruit shipping organizations in the Wenatchee, Yakima and Walla Walla districts of the State of Washington. The campaign will run until Thanksgiving time. It includes trade paper advertisements, mail announcements to the trade, and newspaper advertising in markets selected by the shippers.

The campaign reconciles, after seven years, the differences of opinion on advertising policy and plans among the apple shippers in the Washington producing areas, and is expected to be the forerunner of regular annual campaigns of increasingly larger scope. Of significance is the announcement of the campaign simultaneously with an announcement of the discontinuance of "National Apple Week" by R. G. Phillips, secretary of the International Apple Shippers Association.

Mr. Phillips declared that Washington has been practically the only State that supported the National Apple Week Association, Inc., and that the annual celebration had to be abandoned because of lack of support from other producing and marketing areas. He said that National Apple Week had reached the point where from \$20,000 to \$25,000 was required to keep it going, but that although "the industry has received a half million dollars worth of advertising every year from Apple Week," the money needed could not be raised.

The apple selling influence of "National Apple Week" has been questioned by leading fruit shippers the last two years, many of whom have declared there was no evidence of increased sales as a result of the campaign. Last year the commission merchants and retail stores in the District of Col-

umbia refused to contribute to the campaign, and there was no celebration of National Apple Week in the national capital. The commission merchants declared that their books during previous campaigns showed no increase in sales from the free publicity which had been obtained.

An interesting sidelight, showing how free publicity frequently acts as a boomerang is to be found in the District of Columbia campaign of two years ago. There was an attempt to induce Mrs. Coolidge to accept a huge apple pie in celebration of National Apple Week. The pie was to be baked by home economics students at Mrs. Coolidge's alma mater in Vermont, and accompanied with appropriate banners and blare of trumpets from Burlington to the White House. Mrs. Coolidge replied that the White House policy was against the endorsement of commercial projects of this type. The newspaper boys got hold of the story, and instead of "news" of the endorsement of National Apple Week by the Presidential family, the news dispatches declared that Mrs. Coolidge had refused to endorse the celebration.

## VOTE FOR PAID ADVERTISING

The Northwest apple shippers, after a more or less heated discussion in conference August 28, declared for the legitimate use of advertising as an effective means of promoting sales. It was agreed unanimously that the success of the campaign depended largely upon delivery of a uniform and satisfactory product to back up the claims made in the advertising, and a project was formed for emphasizing among the shippers of the various districts the picking of Jonathans at proper maturity. Effort is being made to insure the fruit being picked early enough so that it will carry to its final destination

the crispness, juiciness and fine flavor for which Jonathans are noted.

Members of the conference agreed to contribute \$2 per car for advertising expense, a minimum of 25,000 cars being pledged under this arrangement. Shipments are expected to exceed that figure. The campaign is being conducted under what is known as the Washington Boxed Apple Bureau, with an executive committee composed of Thomas Haskell, H. L. Miller and J. M. Wade, Wenatchee; J. W. Herbert, Lyman Bunting and Fred Eberle, of Yakima, and a shipper from the Walla Walla district.

The Northwest apple shippers were greatly influenced in organizing the campaign by the results of a similar campaign, just concluded, on Yakima peaches. Up to September, the scope of the peach campaign had been extended to forty-one cities of the Northwest and Middlewest, where housewives were urged to "Wait for Yakima Peaches." Handbills, window trims and display cards were furnished retail dealers. Surveys made in a number of cities had indicated that home canning was being reduced and that housewives who canned peaches the preceding year had done so before the Yakima peaches were on the market. The peach campaign combated these tendencies.

The first advertisement was run a month before the peach harvest started, and asked housewives to "Wait for Yakima Peaches." This was followed by announcements that "Yakima Peaches Are Coming," and finally by an advertisement sent to newspapers, subject to release when the peaches had arrived, saying: "Yakima Peaches Are Here." Jobbers and dealers, as well as retailers, co-operated in the campaign. Jobbers everywhere reported a good movement of the Yakima crop, "to the final consumption of the valley's supply."

#### N. N. Proper with Kramer Associates

Nathaniel N. Proper has joined the staff of Kramer Associates, Inc., New York, direct advertising.

#### Ray G. Maxwell Heads Publishers' Representative Business

Ray G. Maxwell & Co., Inc., a new organization, has been formed to engage in business as a publishers' representative, specializing in the fashion quarterly advertising field.

The company will act as special representatives of the *Butterick Quarterly*, and also plans to form a group selling combination in the near future.

Ray G. Maxwell, manager of the *Butterick Quarterly* for the last five years, will have associated with him in the new organization Joseph P. Quin, M. T. Henry and John Love in the Eastern field; R. O. d'Albret and A. M. Quinn in the Chicago office.

W. L. Bowman and G. B. Maxwell are directors of the company.

#### Kroger Chain Continues Expansion

The Kroger Grocery and Baking Company has completed negotiations for the acquisition of the 109 Piggly-Wiggly Stores and forty-three Kohn Stores of the Missouri and Illinois Stores Company, located in St. Louis and surrounding territory. The acquisition of these 152 stores brings the total stores under Kroger operation to 4,787. At the close of business on December 21, the Kroger company had 3,749 stores in operation, making a total of over 1,000 stores that have been added since the end of last year.

#### Surpassing Past Performances

W. S. HILL COMPANY  
PITTSBURGH

##### Editor of PRINTERS' INK:

I want to thank you for the very hearty co-operation you have given us in reply to our request for information of recent date. We have learned from past experience to expect immediate help in such cases but I think your work in this instance even surpassed your past performances.

C. E. HILBORN,  
Vice-President.

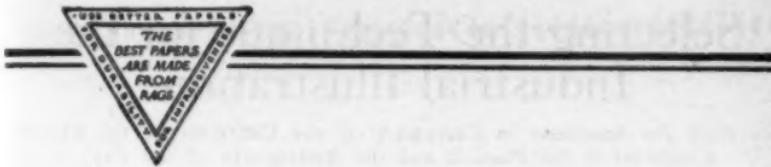
#### New Accounts for Williams & Cunnyngham

The Electrical Research Laboratories, Chicago, manufacturers of radio parts, the Collis Products Company, Clinton, Iowa, poultry food manufacturer, and the Purity Oats Company, Keokuk, Iowa, have placed their advertising accounts with Williams & Cunnyngham, Inc., Chicago advertising agency.

#### Appointments by White Wonder Chemical Company

The White Wonder Chemical Company, Montgomery, Ala., has appointed H. M. Hayes as advertising manager.

It also has appointed the Dillard Jacobs Agency, Atlanta, as advertising counsel. Newspapers in the South-eastern States are to be used.



**G**LACIER BOND, with its pleasing color and attractive appearance, gives no indication of its low cost. Its rag content gives a character that takes it out of the cheap paper class. Practical in the press room, too, Glacier Bond has easy printing and lithographing qualities that make for large production.

With a character not to be found in the usual inexpensive papers—Glacier Bond solves the dilemma for those who wish to keep cost at a minimum without sacrifice of appearance.

# Glacier Bond

*Use envelopes to match your stationery*

**"Note the Tear and Wear as well as the Test"**

# NEENAH PAPER COMPANY

*Neenah, Wisconsin*

Makers of  
SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check the  Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGERS  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



# Selecting the Technique for the Industrial Illustration

No Need for Sameness in Campaigns if the Character of the Picture Conforms to the Product and the Atmosphere of the Copy

By W. Livingston Larned

**T**HREE are as many possible art techniques for the industrial series as for any other field of advertising effort, despite the popular belief that marked limitations exist, and must persist, to the end of time.

In any 200 pages of industrial advertising it is by no means difficult to discover 100 wholly separate and "different" techniques.

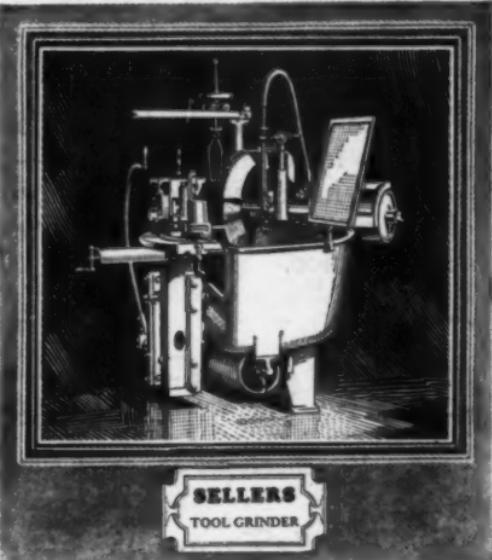
A fair proportion of them are just as original, just as artistic and painstaking as the plans carried out for standard magazine and newspaper campaigns. What is more to the point, techniques are selected because of a sound business and advertising reason. The style of illustration is fitted scientifically to the product and to the specific problem in hand. Nothing is haphazard.

While the advertiser may seek character in his advertising art, he is conscious of the fact that art techniques bear in an important manner upon the copy and the article featured. The technique is a selling asset in its own right.

Very special emphasis should, I believe, be placed on this question of keying the illustrative mood to the character of the article and the arguments planned for its advertising. To select an art technique merely because it is "something different" is to go but half the distance to true efficiency.

The spirit of an illustration should most assuredly fit in with the spirit of the copy and the product. Some advertisements,

considered as a whole, in the industrial field, suggest delicacy and a too-artistic feeling, when, as a matter of fact, the product is heavy and stolid and ruggedly strong and its advertising should



HOW ONE INDUSTRIAL ADVERTISER MAKES WORKS OF ART OUT OF PICTURES OF MERE MACHINERY

by all means reflect these masculine qualities.

A campaign should "dress becomingly" and as befits its story and field of operation. Not long ago I saw a series of original pen drawings made for an industrial product. They were in a sketchy, rather delicate school, artistic to a degree and distinctive.

But the illustrations were out of advertising key. The selection of this technique was an art blunder. The campaign concerned a product which was calculated to tidy up any industrial plant. It was an argument for the factory-immaculate.



*I am extremely pleased to announce  
that*

**Emile R. Weadon**

has joined the Advertising Staff of

**Pictorial Review**

Effective November 1st



MR. WEADON has for many  
years been identified with the  
Advertising Department of the  
Butterick Publishing Company



**PICTORIAL REVIEW**

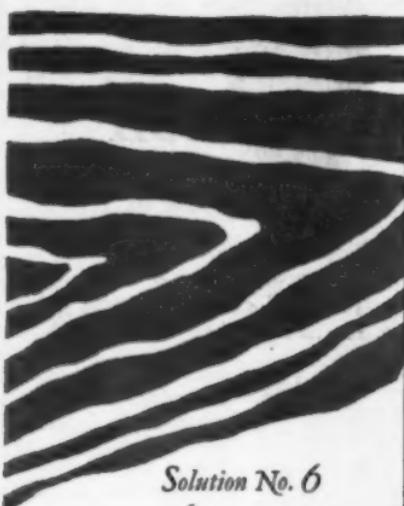
*Paul Block*  
Advertising Director



Oct. 4, 1928

# IDEAS are POWER!

*Strategically employed, they move products right off dealer shelves~*



*Solution No. 6*  
for

**THE TUPMAN THURLOW CO., INC.**  
*Distributors of ANGLO CORNED BEEF*

**A TREAT**  
**CORNED BEEF DE LUXE**  
 Cured by an Exclusive Sweet Pickle Process with  
**SIRLOINS AND PORTERHOUSES**  
 Included

*Guaranteed*



1 lb. 4 oz. Corned Beef  
 Pack.

No Baste! No Surprise! No Glaze! No Shortcuts!  
 All the nourishing meat juices retained!

Canned Beef - We're a  
 delivery company in Angle-  
 land. Just as you would  
 expect meat to be  
 especially cured by an  
 Englishman, we have  
 studied right in the  
 English trade and the  
 English flavor and meat  
 quality.

Our process - Once  
 ready cooked, meat  
 is packed in the  
 tubs. This way  
 more delicious flavor can  
 be keeping you company.

5 TESTED RECIPES  
 You can make



Fig. 1 - Corned Beef,  
 Turnips and Cabbage

Fig. 2 - Corned Beef,  
 Potatoes and Turnips

Fig. 3 - Corned Beef,  
 Turnips and Carrots

Fig. 4 - Corned Beef,  
 Turnips and Onions

Fig. 5 - Corned Beef,  
 Turnips and Cabbage

Our stock is always  
 offered.

The majority of the  
 Anglo Corned Beef  
 is shipped to America  
 by way of French Havre  
 and is packed in  
 barrels of 100 lbs.  
 each.

It will be  
 sent to you  
 from the nearest  
 port to  
 be shipped  
 to you  
 by  
 express.

ANGLO  
 CORNED BEEF \*

THE TUPMAN THURLOW CO., Inc.  
 Sole Distributors

100 Broadway, New York, N. Y.  
 110 Nassau Street, New York, N. Y.  
 110 Nassau Street, New York, N. Y.  
 110 Nassau Street, New York, N. Y.



**T**O ILLUSTRATE! A campaign of well-organized ideas in national magazines elicited many, many thousands of consumer inquiries for ANGLO as well as securing hundreds of new and valuable wholesale distributors for the product. Three months' work.

Again, a localized newspaper campaign doubled sales, more than doubled distribution, settled the right angle in copy appeal.

After all, advertising is a serious, absorbing, continuous battle of wits...in which shrewd **STRATEGY** wins.

"THE RIGHT ANGLE," sounding the new note in advertising, is sent gratis to sales and advertising executives who write us on their business stationery.

# Smith, Sturgis & Moore INCORPORATED

*General Advertising Agents, 171 Madison Avenue, New York,  
& Premier House, Southampton Row, London, England.*

This pen and ink technique was scraggly, scattered and far too artistic to project any such impression. There were studies of plant interiors and they were not tidy interiors by any means. The full-shade drawings could not hope to produce any such tidy atmosphere. What was needed was a simplified style of drawing, with no shading and contrasting blacks and whites. This would have conveyed the desired impression. The illustrations suggested old factory rooms and ancient machines. A loose technique was employed when a tight one would have been far better.

First impressions, secured by means of the eye, are highly important. An advertisement can easily "look" its part, reflecting the product through all of its many details.

Cleanliness can be expressed in the very atmosphere of an illustration, strength can be apparent in every line of a wisely chosen technique. Many other qualities are susceptible of visualization in this way. That first physical makeup of a composition establishes the reader's interpretation of the story and the article.

An old established house, using space for twenty years in industrial journals, looked with favor upon the new, modernistic school of art. Why not employ it from this point on its own schedule?

But the product did not permit of this. It was a standard tool, unchanged for a generation or so, and requiring no changes. The company was one of the pioneers in its field. And quite modern, futuristic art did everyone concerned immeasurable harm. People could not quite understand this radical departure. A conservative firm was becoming frivolous. What was behind it? Had the company changed hands? Would the product be the same?

On the other hand, many in-

dustrial situations and campaigns could and do accept the newest art fad. The Firth-Sterling Steel Company uses illustrations keyed in a futuristic style.

But here conditions are different. The company is young and aggressive and it has just put out an innovation in steel; an improved,

**ANNOUNCING**  
another 1928 STEEL by  
**FIRTH-STERLING \*\*\***  
**CROMOVAN**  
**TRIPLE DIE STEEL**

An improved high-carbon-high-chromium alloy in which we have combine the common traits of this type—resistance to scratching in the annealed state with the great hardness of steel heat-treated.

In CROMOVAN TRIPLE DIE STEEL we offer two useful features to an outstanding degree:

1. Workability in the annealed state.
2. Maximum hardness after heat-treatment.

The annealed CROMOVAN TRIPLE DIE STEEL has a maximum hardness of 230 Brinell, 30 Rockwell C, 100 Rockwell B, and 100 Brinell C.

2. Productivity due to great hardness.

The HARDENED CROMOVAN TRIPLE DIE STEEL has extraordinary hardness whether quenched in oil, air or water.

The combination of these two great characteristics in the one steel enables users of CROMOVAN TRIPLE DIE STEEL to save in two ways. First, in the maximum degree of die-life, and second, in the greatly increased productivity of which this steel is capable.

**FIRTH-STERLING**  
**STEEL COMPANY**

HERE A MODERN ATMOSPHERIC TECHNIQUE IS FITTINGLY EMPLOYED IN INTRODUCING AN IMPROVED PRODUCT

high-carbon, high-chromium alloy. The advertising must and should convey the impression that here is a radical departure from all that has gone before. The product itself belongs to innovations and to tomorrow. Modern art is therefore a significant and desirable atmospheric asset. The technique was used with a logical reason, which should always be the case.

The artist has interpreted, in this campaign, industrial scenes as seen through the eyes of the futurist. All of the strange angles and planes of tone are in evidence. And they are certainly most attractive. Because rather new to this field, they are conspicuous in

industrial publications, with little competition.

In the illustrating of Sellers Tool Grinder machines, a pen technique of a decorative, semi-wood-cut school has been chosen, for reasons likewise consistent and businesslike.

Machines of a complicated character are traced off from photographs, or from silverprints made from camera studies, and then drawn, in pen and ink, in a decorative mood. The technique is full-shade, but artistic beyond anything customarily observed in such magazines. There is just a suggestion of modernized wood-cut style in the backgrounds.

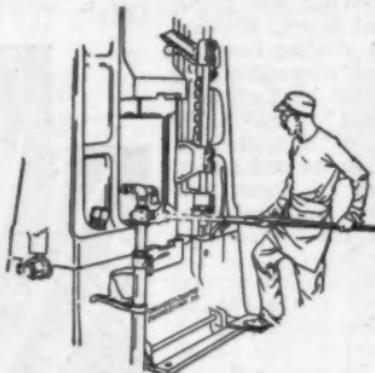
All of the details of the mechanisms are successfully put forth on paper. The result is a type of illustration which suggests absolute, ship-shape tidiness. Every line is prim and well-ordered. The big machines look as if they had indeed just come from a "band box."

I would say that the technique is the one in a thousand for this particular advertising account. Photographs might have resulted in a confusion of detail. There would have been no sparkling, clean whites. An outline pen treatment would have been too brittle, too delicate. A sketchy treatment might well have resulted in mussy technique, not adapted to the character of the thing advertised. A mere machine became a work of art as interpreted by the illustrator in a very beautiful series of advertisements.

These pen drawings were surrounded by a square band of half-tone gray, which made them all the more artistic and appealing to the eye.

Directly opposed to this method, we find a series for the Chambersburg Engineering Company that depends upon clean-cut pen outline illustrations, in which no shading, and no areas of black are

employed. They are mere tentative phantoms of the devices. But then the company manufactures a great variety of drop hammers, of every possible design. And the advertising demands that at least from three to six machines be shown in every display, one in



**CHAMBERSBURG** Based Deep Hammer  
cams are built as the men in the forge  
drop them down, simply and ruggedly,  
with every possible provision against service  
interruptions. Their ability to produce  
more forgings per hour than any other

industries is due to our careful elimi-  
nation of every weakness that would tend  
to halt production.

Chambersburg cams not only at fewer in-  
terruptions but, when unavoidable,  
shorter cost.

CHAMBERSBURG ENGINEERING CO.  
CHAMBERSBURG, PA.

MAIL AG  
CHAMBERSBURG-NATIONAL  
CHAMBERSBURG, PA.



THE USE OF A MORE ELABORATE TECHNIQUE WOULD  
RESULT IN A CLUTTERED APPEARING ADVERTISEMENT

large size, the others in miniature.

A more elaborate and detailed technique would have cluttered up these smaller pictures. They would not have been "clean" in the technique sense. The outline style shows them up to best advantage despite their complex character.

Here was a case where the advertiser was desirous of creating a series of illustrated advertisements which would claim some measure of character-individuality in publications given over, often, to as many as from two to three and four hundred pages of industrial advertising. The large majority of the illustrations were photographic. Others went in for heavy effects and bold, black tech-

# Compare these FACTS

RAILWAY CAR CONSTRUCTION  
\$1,332,676,079

POULTRY  
\$1,415,000,000

FLOUR & MILLING  
\$1,268,014,788

TIMES & TIRES  
\$825,001,570



Poultry is bigger than railway car construction . . . It is bigger than flour and milling . . . it is bigger than the tire industry . . . its yearly aggregate valuation is \$1,415,000,000. People engaged in raising poultry are prosperous. They have a larger income than the average.

There is a profitable market in American Poultry Journal, oldest and leading poultry paper. You reach 200,000 well-to-do poultry-raisers.

**AMERICAN  
POULTRY JOURNAL**  
CHICAGO, ILL.

niques. The outline illustrations provided the necessary contrast. They were a relief from monotony of pictures keyed in the same pictorial technique, as a rule.

Primarily, however, experience had finally taught the advertiser that one technique and one alone was best, where the subjects were exceedingly intricate. The moment shading was employed the smaller pictures became sadly involved. It was impossible to make out minor details. And photographs were equally unsatisfactory. The art technique fitted an urgent need in this case.

Sometimes it is expedient to mingle several techniques in an industrial series, in order to achieve a satisfactory result and an atmosphere at once consistent and relevant. In the advertising of Jones Industrial Gears, this plan has been successfully adopted.

Combination plates make possible the fusing of pen and ink and dry brush, with original wash, human-interest embellishments. An opening paragraph of text shows why the product was interpreted in pen and ink: "Large, cumbersome cast-iron spur gears; quietly meshing rawhide pinions; smoothly operating worm gears; accurately fitting mitre gears; these are a few of the various types of gears that we are furnishing to industries."

Pictorial reproductions of the gears should suggest this power and trim efficiency, this accuracy of performance. Every detail must be sharp and crisp and clean. Such impressions should be registered by the eye at first glance. And wash drawings or photographic reproductions might not be so successful, on moderately good paper stock. There would be intermediate grays and a confusion of subtle tones. But the pen treatment eliminated all the in-between tints and shadings. There was a sharp clash of whites

and of blacks. These gears, as the artist interpreted them, seemed to sparkle as under bright sunshine. They looked as if they were accurate, true to their trust. There was not one unnecessary element of shading.



LARGE, cumbersome cast-iron spur gears; quietly meshing rawhide pinions; smoothly operating worm gears; accurately fitting mitre gears; these are a few of the various types of gears that we are furnishing to industries. There are other types, too, such as bevel gears and spiral gears. The materials used are steel, cast-iron, rawhide and leather.

Let us quote on your gear requirements, large or small. High speed service can be given when needed. High quality always. The most modern equipment throughout the plant. Complete, prompt delivery, always necessary. Send your specifications to the home office, or to the branch office nearest you. Your inquiries will receive prompt attention.

W. A. Jones Foundry & Machine Company

Home Office and Works, 100 West Broad Street, Chicago

New York, Cleveland, St. Louis, Cincinnati, Pittsburgh, Buffalo, Toledo, Los Angeles, Denver

## Jones Industrial Gears



SOME ADVERTISERS FIND IT ADVISABLE TO USE TWO OR MORE DIFFERENT ART TECHNIQUES

As a secondary illustrative unit, backgrounds were in tempera wash, and gray, for the most part. Installations, with men at work, enlivened each composition, but the combination plates provided the contrast. The gears were in line, the backgrounds in halftone. One set off the other. One actually helped the other assert its own peculiar individuality of technique.

The industrial campaign deserves art techniques which have been studied out along psychological as well as artistic lines.

### "Prairie Farmer" Buys Station "WLS"

The *Prairie Farmer*, Chicago, is now the owner and operator of radio station WLS, formerly operated by Sears, Roebuck and Company.



View of St. Johnsbury, Vt., from aeroplane. Copyright, 1920, by the Jenks Studio.

## To Spend \$40,000,000 In Next Five Years

The New England Power Associates, a \$250,000,000 corporation, has started a \$40,000,000 power project to develop 300,000 horsepower at Fifteen Mile Falls on the Connecticut river opposite St. Johnsbury.

It will be complete in Five Years.

A New Village will be established.

A Fifteen Mile standard gauge railway will be built.

Four Thousand workmen will be employed during construction.

The company will buy all goods possible through local distributors.

St. Johnsbury is the center of this greatest Hydro-Electric development east of Niagara Falls.

It means new industries, new homes, LASTING PROSPERITY.

*The Only Daily Newspaper circulating  
in this territory is the*

## Daily Caledonian-Record Circulation 4276

### The Vermont Allied Dailies

Barre Times

Burlington Free Press

Brattleboro Reformer

St. Johnsbury Caledonian-Record

Rutland Herald

Bennington Banner



## Western + National

A national advertising agency in the best sense of the word . . . its home offices Western in location . . . Western-National in understanding . . . National in scope, and in vision.

That, in a few words, is the Honig-Cooper Company.

That is one important explanation of many Western-National advertising successes.

Another is the rather homely sort of friendly interest [quite aside from the ordinary business interest] that seems, almost invariably, to mark Honig-Cooper service relations with clients. It isn't the sort of interest that can be created by order, or that can be purchased by money alone. Perhaps it is because Honig-Cooper has a habit of "growing up with its clients." Perhaps it is because the Honig-Cooper Method of Attack brings us so vitally "under the skin" of our clients' problems.

*Honig-Cooper*  
COMPANY

*The National Advertising Agency of the West.*

SAN FRANCISCO • LOS ANGELES • PORTLAND • SEATTLE

Representative Offices: NEW YORK • CHICAGO • BOSTON

## Harry G. Winston Organizes Poster Business

Harry G. Winston, formerly owner of *Electric Light and Power* and *The Electrical Dealer Magazine*, has formed the National Poster Advertising Corporation, Chicago. Associated with him in the sales department are Edward W. O'Toole, formerly with the General Outdoor Advertising Company, who becomes vice-president and sales manager, T. D. Sullivan, formerly with Barron G. Collier, Inc., and A. R. Frawley and John Garton, both recently with the Criterion Advertising Company.

## Grigsby-Grunow Appoints Donald Ephlin

Donald Ephlin has been appointed assistant director of advertising of the Grigsby-Grunow Company, Chicago, manufacturer of Majestic electrical and radio equipment. He formerly was assistant copy chief of R. E. Sandmeyer & Company, Chicago advertising agency, and research editor of Retail Furniture Selling, Inc.

## A. N. Apple Organizes Service to Bakeries Company

Art N. Apple, recently sales director of the Sherman Paper Products Corporation, Boston, and, at one time, promotion manager of the Audit Bureau of Circulations, has formed the Service to Bakeries Company, Chicago. This service will cover the production, auditing, buying and selling of various commodities for the bakery industry.

## W. R. Parker with James Houlahan, Inc.

Will Rogers Parker, recently with The Erickson Company, Inc., New York, has become an account executive and member of the plan board of the Oakland, Calif., office of James Houlahan, Inc., advertising agency. He was, at one time, with the San Francisco office of The H. K. McCann Company.

## With Gagnier Stereotype Foundry

L. C. MacGlashan, formerly assistant manager of the advertising and sales promotion of Copeland Products, Inc., Detroit, has joined the sales staff of the Gagnier Stereotype Foundry, of that city.

## L. E. Lucas Joins Cramer-Tobias Company

Leigh Emory Lucas has been made a sales executive of the Cramer-Tobias Company, Inc., New York. For the last five years he was part owner and director of the Studio of Lucas-Kanarian, photographers, of that city.

## Old Colony Advertising Club Meets

The Old Colony Advertising Club, which includes in its membership advertising men of Brockton and the South Shore district, held its opening meeting of the season recently at the Hotel Statler, Boston, at which time plans for the year were outlined and discussed.

The monthly meetings will be devoted to a particular group or phase of the business such as business paper night, advertising managers' night, allied trades' night, and old-timers' night. Each one is to be arranged by the officers of the club, assisted by a committee of three members representing that branch of the industry from which each particular "night" derives its name.

## Advanced by Columbus Chamber of Commerce

Delmar G. Starkey, secretary of the Advertising Club of the Chamber of Commerce, Columbus, Ohio, has been appointed general secretary of the Chamber. He succeeds James T. Daniels, resigned.

## David Black to Direct H. D. Foss Company Sales

David Black, formerly treasurer of Page & Shaw, Inc., Cambridge, Mass., has been appointed director of sales of H. D. Foss & Company, Inc., manufacturing confectioners, also of Cambridge.

## W. S. Fisher with "Independent Education"

*Independent Education*, New York, has appointed Wright S. Fisher as advertising manager. He was formerly with the Los Angeles *Express* and G. Howard Harmon, Inc., New York.

## Scott Paper Net Income Gains

The Scott Paper Company, Chester, Pa., Scottissue, reports a net income for the first eight months of this year, after all charges, of \$491,888, an increase of \$94,731, over the corresponding period of 1927.

## Milwaukee Industrial Advertisers Extend Membership

Privileges of membership in the Milwaukee Association of Industrial Advertisers have been extended to industrial advertisers in Waukesha, Racine and Kenosha.

## Has Havana Account

El Encanto, Havana, Cuba, department store has placed its advertising account with William Irving Hamilton, New York advertising agency. Magazines will be used.

# Copy Is as Copy Does

If It Brings Home the Bacon, It's Good—If It Doesn't, It Isn't

By Russell Gray

A QUARTER of a century ago an advertising man was just that. He went out and "got an account," thought out the idea, wrote the copy, roughed out the layout, such as it was, got his proof okayed—he did the job. He had to—for he had no pie charts to guide him. Just his own knowledge, ability and common sense.

Still a lot of those advertising infants did grow up into thriving, husky maturity.

But advertising has progressed—it has acquired all sorts of luxurious impedimenta, even as you and I. Advertising has had its face lifted. So perhaps Mr. Hawks\* is right, although personally I don't care much for whipped cream—as a diet or as copy—my preference runs to a more balanced menu, depending on the occasion and my (mental) appetite.

Having been in this business (or profession) for quite some years—having written enough copy to wallpaper a wide belt around the world, having flopped on some and made a hit now and then, perhaps I may be qualified to express an opinion or two on the subject. Who knows but what I may be right?

To my mind much of the research, visualization, psychology, etc., etc., etc., is a smoke screen. It serves the same purpose as the incantations and abracadabra of the old necromancers. It is scenery, or what you may call it, brought into play to scare the man-who-pays-the-bills into a state of mind where he really doubts whether he does have a talent for writing advertising. It often works.

But what does it actually tell us about the problems that we must solve? Because we get the opinions of a thousand or of a hundred thousand people does that actually give us an accurate picture of a hundred million? It does not.

\*"Whipped Cream Copy," by Ray Hawks on page 10 of PRINTERS' INK for September 20, 1928.

But it does give us a dry spot to put our feet on.

Does a chart or graph or map which shows us the per capita wealth of a territory, or the number of automobiles, or wrist watches or oil burners really give us any actual basis for an advertising plan or does it merely indicate the possibilities?

Not that I believe in hit or miss advertising—far from it. I believe in getting all of the pertinent data that can possibly be dug out, beginning at the mill and winding up in the kitchen, bedroom or bath, as the case may be.

That's part of our job as advertising men—yes, yes, and advertising women—but it's what we do with these facts and figures after we get them—that's what counts.

Figures don't lie—but a really up and coming advertising statistician can make a set of figures do tricks that would make a vaudeville dog act turn green with envy.

## FACTS WANTED

Well, I'm rambling rather far afield it seems. I want facts and figures when I have a job to do. I want to know how the product is made, where, from what and why. Why it is made is, to me, important, for there's the beginning. Everything must have a reason for being—must have an excuse for existence.

And where is it sold—city or country, big stores or little ones? How is it sold—as a luxury or necessity—with an appeal to pride, comfort, appetite or what? And who will buy it? Aha! There's always a catch in it. Who will buy it? You don't know—I don't know—nobody knows. But one man's guess is as good as another's. We know who *ought* to buy it but can we persuade them to do it?

The more I see of the work of some advertising writers, the more I admire it. In every line, every phrase, they show an intimate ac-



## If It's About Feeds, Ask Professor Savage

WHEN there's a discussion about feeding practices, the final argument is apt to be prefaced with the statement, "Savage says." And what Prof. E. S. Savage says goes as gospel with the dairymen of the New York City Milk Shed.

As Professor of Animal Husbandry in the New York State College of Agriculture at Cornell University, and Secretary of the College Feed Conference Board, Prof. Savage is recognized as an outstanding National authority on feeds.

For many years, he has conducted a department in the Dairymen's League News, known as the "Savage Feed Service." This department is one of the most carefully studied portions of this farmer-owned dairy paper.

Dairymen's League News is the acknowledged leader among the dairy farm papers of the Eastern United States. Its editorial policy is broad enough to cover the interests of the dairy farm family from feeds to fashions, from calves to children. Its advertising columns are censored to exclude the unclean and the fraudulent. Its line rate is low—50c.

*Write for Sample Copy and Rate Card*

Dairy farms of this area supply New York City with fluid milk at profitableness prices.



**DAIRYMEN'S**  
*league*  
**NEWS**

New York  
11 West 42nd Street  
W. A. Schreyer, Bus. Mgr.  
Phone Pennsylvania 4760

Chicago  
10 S. La Salle Street  
John D. Ross  
Phone State 3852



**"If you want  
the cream of  
British business  
at home and  
abroad, you  
must ask for it  
in  
'Punch'**

**Other papers  
have some of  
the best buyers  
in the Empire  
for readers. But  
*PUNCH* has all  
of them."**

THOMAS RUSSELL.

MARION JEAN LYON  
*Advertisement Manager, "PUNCH"*  
80, FLEET STREET,  
LONDON, E.C. 4, ENG.



quaintance with the people who should respond. And the more I see of the work of some other copy writers the more firmly I am convinced that the Palace Theatre has lost a good doorman.

Diagnosis would seem to indicate a megalcephalic condition or in gutter phraseology "swelled head."

To create a clever headline; to turn a neat sentence; to discover an uncommon word, is too often viewed as of greater importance than that the copy should be quickly understood by the plain, everyday citizen. As futile as bowing to yourself in a mirror. And the compliments of our advertising confreres are as important as that gesture.

If advertising had come to be an exact science, if we had to deal with certain immutable laws of nature, our job would be easier. We could become professional men and could present conclusions instead of opinions. But since we must deal with human beings, most of them a hash compound of several ancestral races, affected by climate and environment, we must guess and leave the rest to luck.

And luck sits oftenest with the advertising man who can read a lesson from the tombstones in his own private graveyard and profit thereby.

Copy is as copy does—if it brings home the bacon it is good—if it doesn't, then it's not good no matter how proud of it we may be. And that's all there is to it.

**Two Agencies Directing  
Hericide Advertising**

Conely, Kappes & Curtis, Detroit advertising agency, as previously reported, has been appointed to handle the general magazine and direct-mail advertising of The Hericide Company, of that city, maker of Newbro's Hericide. The Morse Advertising Agency, Detroit, will continue to place the newspaper advertising of the Hericide company.

**W. A. Joplin Joins K. L.  
Hamman Agency**

William A. Joplin has sold the W. A. Joplin Advertising Agency, Little Rock, Ark., and has joined K. L. Hamman-Advertising, Inc., Oakland, Calif., as an account executive.

---

---

## FOR MORE THAN THIRTEEN YEARS

the people of permanently  
rich and prosperous

### York County Pennsylvania

with its great diversity in manufacturing and agriculture have been served by a newspaper which has consistently maintained the highest standards in connection with advertising and news matter.

We believe that through these years the

## **YORK, PA.** **GAZETTE AND DAILY**

---

---

has built up a pulling power for advertising matter appearing in its columns which is unusual and of extraordinary value to those who make use of it.

We urge you to investigate.

### **HOWLAND & HOWLAND**

*National Representatives*

**NEW YORK**  
393 Seventh Ave.

**CHICAGO**  
360 N. Michigan Ave.

---

---

# AMERICAN EXPORTER

*Announces*



*Ralph E. Bates*

for 15 years the Vice President and General Manager of "House Furnishing Review" has been appointed New England Manager of AMERICAN EXPORTER with his headquarters at 1053 Exchange Bldg.—Boston, Mass.

# AMERICAN EXPORTER

In Its 51st Year

370 SEVENTH AVENUE  
At 31st Street

NEW YORK CITY  
Phone Penn. 7800

## Stage Set for Direct-Mail Convention

THE eleventh annual convention of the Direct Mail Advertising Association, which will be held at Philadelphia, on October 17, 18 and 19, is described by Homer J. Buckley, president of the Buckley-Dement Company, Chicago, and president of the association, as "a brass tack meeting to which business men and women are asked to come to learn, not to play." The Poor Richard Club of Philadelphia, which is sponsoring the meeting in co-operation with the Philadelphia Club of Advertising Women, has planned to receive about 3,000 visitors. The Poor Richard Club committee is headed by J. Linton Engle, of the Engle Brown Printing Company. Members of the Philadelphia Typothetae and allied clubs are assisting with the plans.

The tentative program for the three days of the convention follows:

### GENERAL SESSIONS

*October 17, morning:* Presiding, Homer J. Buckley. Greetings, Louis W. Wheelock, president, Poor Richard Club; "How We Rebuilt Our Business Without Missing a Dividend," Fred Weindel, Jr., general manager, L. F. Grammes & Sons, Allentown, Pa.; "Market Analysis—and How," Norman H. Schoch, manager, sales and market analysis department, Hyatt Roller Bearing Company, Newark, N. J.; "How to Get Our Message Seen, Read, Believed and Remembered," S. Roland Hall, Easton, Pa.; "How the New Postage Rates and Conditions Affect Direct Mail Advertisers and the Postal Service," Honorable R. S. Regar, third assistant postmaster general, Washington, D. C.

*Afternoon:* Presiding, Rollin C. Ayres, Zellerbach Paper Company, San Francisco. "How the Consumer Reacts to Direct Mail Advertising," Edith McLure-Patterson, Dayton, Ohio; "How Strathmore Uses Nine Varieties of Direct Mail—and Makes Them All Pay," Cy Norton, advertising manager, Strathmore Paper Company, Mittineague, Mass.; "How We Solve Our Direct Mail Problems," George Dugdale, president, Delane Brown, Inc., Baltimore; "Supplementing Direct Mail to Add to Its Strength," E. J. Samuel, merchandise manager, The Fisk Tire Company, Chicopee Falls, Mass.; "What Will Bring Direct Mail Success?" V. E. Pratt, president, Guild of Master Direct Mail Craftsmen, New York; "How We Sell the Most Precious Thing in the World

## Good Copy

Novelty is not necessarily convincing.

A Giraffe may have great attention value in a zoo, but the man who marvels at its neck does not go home and order a Giraffe. There is nothing about the sight which is related to his own personal comfort or happiness.

Good copy should connect the object displayed with the reader's advantage.

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

**F**UEL OIL is accepted by every important buyer in the oil heating industry as the catalogue of materials, equipment and supplies. The story is told in this analysis of FUEL OIL'S distribution:

Of the 500 companies manufacturing oil burners, 378 of them, or over 75%, read FUEL OIL.

80% of the yearly total of oil burners are produced by about 55 manufacturers. These leading producers use advertising space in FUEL OIL to sell their products to the 4,745 dealers and distributors who subscribe to FUEL OIL.

Of the 4,745 dealer and distributor readers of FUEL OIL, over 91% use its advertising pages as a guide in buying new equipment. This fact was brought out in a recent survey.

In addition to the above, all important Central Stations, Architects, Construction Engineers and Research and Experimental Engineers consult FUEL OIL. FUEL OIL blankets the entire oil heating field.

*FUEL OIL is THE medium, and the ONLY medium, in the oil burner industry. Sales in this industry are enormous; its buying power is enormous. Find out today how you can reach this fertile field. Write us, we will tell you the market possibilities for your product in this field.*

## FUEL OIL

and Temperature Journal

Devoted to Progress in the Use of Oil Fuels

420 Madison Ave.

New York

Chicago San Francisco

by Direct Advertising," Holt Hollinger, advertising director, Battle Creek Food Company, Battle Creek, Mich.

*October 18, morning:* Presiding, Robert E. Ramsay, Robert E. Ramsay Organization, New York. "How Right Was Maxwell?" George Biju, advertising manager, Brokaw Brothers, New York; "How a Modern Merchandising Sales and Advertising Policy Solves Menacing Problem," George Santee, sales manager, Varsity Underwear Company, Baltimore; "Meeting the Professional Man with Direct Mail," Stanley Morris, The Upjohn Company, Kalamazoo, Mich.; "How Direct Mail is Helping Increase RCA Dealers' Sales," Pierre Boucheron, general advertising manager, Radio Corporation of America, New York; "How Direct Mail Helped to Make Duco a Household Word," Matt Denning, assistant director of advertising, E. I. du Pont de Nemours, Wilmington, Del.; "How Sheet Steel Follows Through," Stanley A. Knisely, director of publicity, Sheet Steel Trade Extension Committee, Cleveland.

*Afternoon:* Presiding, William A. Biddle, American Laundry Machinery Company, Cincinnati. "How Direct Mail Has Helped a Security Salesman," John A. Straley, Shields & Company, New York. A speechless session will be held at which sixty questions vital to new merchandising methods will be discussed, with the entire audience free to participate.

### DEPARTMENTAL SESSIONS

*October 18, afternoon:* Financial Departmental: Presiding, A. Douglas Oliver, Providence Trust Company, Philadelphia. "Direct Mail From the Banker's Viewpoint," H. Ennis Jones, vice-president, Franklin Trust Company, Philadelphia; "How a Financial House Can Use Direct Mail to the Best Advantage," C. Delano Ames, manager, advertising department, Maryland Trust Company, Baltimore; "How a Trust Company Uses Direct Mail to Obtain Business," Clinton Berry, vice-president, Union Trust Company, Detroit.

House Organ Departmental: Presiding, Jerome Fleishmann, Jerry Fleishmann Publications, Baltimore. "How and Why We Started a House Organ," E. C. Taylor, vice-president and secretary, Premier Warm Air Heater Company, Dowagiac, Mich.; "Keeping the House Organ from Going to Sleep," Arthur Sisson, advertising manager, Atlantic Lumber Company, Boston; "How to Sell the Railroads," E. F. Flynn, assistant to vice-president, Great Northern Railway Company, St. Paul, Minn.; subject to be announced, Walter Folger, Pacific Telegraph & Telephone Company, San Francisco.

Retail Departmental: Presiding, William H. Dryden, publicity director, Wanamaker's, Philadelphia. "How Direct Mail Fetishes Are Broken Successfully," James Rotto, advertising manager, The Hecht Company, Washington, D. C.; "How Direct Mail Profits a Detroit Jeweler," Edward F. Wright, advertising manager, Wright, Kay & Company, Detroit.

Industrial Advertising Departmental:

# ... the market that is country-town America

78 per cent of all hardware stores in the United States are in towns under 10,000 population.

50.5 per cent of all the grocers in the United States sell their stock to the people in Country-Town America.

58 per cent of all auto service shops are in towns under 10,000 population.

53 per cent of all the drug stores in the United States are in towns of from 1,000 to 10,000 population.

59 per cent of all dealers handling auto supplies and equipment are in towns of less than 10,000 population.

**the stores of the small town dealers keep the goods of the national advertiser, and the national advertiser can keep these goods moving by keeping his advertising in the columns of the country newspaper.**

## AMERICAN PRESS ASSOCIATION

225 West 39th Street, New York

CHICAGO  
122 So. Michigan Ave.

DETROIT  
2111 Woodward Ave.

KANSAS CITY  
Interstate Bldg.  
BALTIMORE  
111 No. Charles St.

## *A strange booklet*

THE booklet, "So You Are An Advertising Man," which we will send on request, does not make any strenuous bid for business. It merely gives some of our ideas about advertising and advertising agency service.

You can ask for it without fear. We have no salesmen and no follow-up system. The booklet is merely an introduction. Those who like our ideas may become better acquainted if they wish. We are in no hurry about it.

Charles Austin  
**BATES**

*Incorporated*

71 W. 44TH ST., NEW YORK

Presiding, Bennett Chapple, vice-president, American Rolling Mill Company, Middletown, Ohio. "How Analysis Helped to Solve the Advertising Problem of Marketing Turpentine," N. S. Greensfelder, advertising manager, Hercules Powder Company, Wilmington, Del.; "How Can Sales Promotion Aid in Distribution?" George Maertz, advertising manager, Westinghouse Company, Philadelphia; "How Direct Mail Helped to Introduce a Technical Product," Arthur Lewis, Simplex Wire & Cable Company, Boston.

*October 19, morning:* Better Letters Departmental: Presiding, Charles R. Wiers, Spirella Company, Niagara Falls, N. Y. "How to Help the Correspondent Help Himself," Arthur C. Kemble, correspondence advisor, Peoples Gas, Light & Coke Company, Chicago; "How the DeLong Company Uses Letters to Help Its Salesmen," Charles A. Emley, sales promotion manager, DeLong Hook & Eye Company, Philadelphia; "Selling Good Credit in Collection Letters," B. W. Grimm, National Newark and Essex Banking Company, Newark, N. J.; "Only 'Hooman Beins' Can Write Better Letters," Fred G. Stanley, president and general manager, American Collection Service, Detroit.

Advertising Production Departmental: Presiding, Harry B. Kirtland, Business Development Company, Toledo, Ohio. "Is the Printer a Goat Instead of a Devil?"—St. Luke 11:9, Jesse M. Joseph, Cincinnati; "How to Buy Art Work," Thacher Nelson, Boston; "How the Direct Mail Printer Can Work with the Agency," Frank W. Atherton, sales manager, Detroit Litho. Company, Detroit.

### John Sullivan Joins General Motors Export

John Sullivan, recently in business for himself as marketing counsellor at New York and, formerly, secretary of the Association of National Advertisers, has joined the General Motors Export Corporation as manager of the analysis division. His headquarters is at New York.

### New Advertising Business at Kansas City, Mo.

M. C. Taylor, formerly with the Potts-Turnbull Company and, for the last three years, account executive with the Loomis-Potts Company, has established his own advertising business at Kansas City, under the name of the M. C. Taylor Company, Inc.

### L. P. Sawyer with RCA Photophone, Inc.

Leroy P. Sawyer has been elected commercial vice-president of the RCA Photophone, Inc., New York. He formerly was with the General Electric Company and, two years ago, was head of the sales organization of the National Lamp Works, Cleveland.

SEPTEMBER 19, 1928

**JAMES C. DAYTON**

**ANNOUNCES THE OPENING OF  
HIS OFFICE AT**

**834 GUARANTY FIFTH AVENUE  
BUILDING**

**522 FIFTH AVENUE  
NEW YORK CITY**

**MURRAY HILL 8414**

# The "Electragist" *becomes* **Electrical Contracting** *with* **15,000 Circulation— Exclusively to Contractors**

After twenty-seven years continuous publication as official journal of the Electrical Contractors' Association, the Electragist announces plans of expansion that will enable it to reach a much larger number of contractors and to perform a more adequate service, editorially, than lies within the scope of an association magazine.

To enable this publication to reach out and serve the representative responsible electrical contractor, every-

where the resources, experience and personnel of the Electrical Trade Publishing Company have been put behind it. The new name, "Electrical Contracting," with which is incorporated the "Electragist," is significant of the enlarged scope of the magazine.

Manufacturers of electrical equipment and supplies, having a message for the electrical contractor, will find Electrical Contracting the dominant paper in this field.

640

**ELECTRICAL TRADE PUBLISHING COMPANY**  
**53 W. JACKSON BOULEVARD**  
**CHICAGO**

**CHICAGO:**  
Ross D. Cummings  
District Adv. Mgr.  
53 W. Jackson Blvd.

**NEW YORK:**  
D. G. Pilkington, Mgr.  
280 Madison Ave.

**CLEVELAND:**  
Geo. E. Pomeroy, Mgr.  
Rockefeller Bldg.

# How Much Advertising Should Each Item Receive?

Methods of Determining the Amount of Space to Give to Each Member of the Family

ACORN AGENCY, INC.  
PHILADELPHIA, PA.

*Editor of PRINTERS' INK:*

We would like to have your opinion and the opinions of any of your readers who may have met and solved the problem of advertising for a manufacturer who makes a variety of food products sold under the same brand name.

Whether to advertise only one product at a time; or advertise one product as a leader and give space in the advertisement to the other products; or to give them all equal space in individual advertisements, probably advertising one item each day of the week, is the particular problem about which we would like to have your opinion.

At the present time this manufacturer is an extensive advertiser in local newspapers.

We would be interested in knowing just how this situation has been handled by others.

ACORN AGENCY, INC.,  
E. A. CLARKE.

TWO examples may supply helpful suggestions to our correspondent—those of the H. J. Heinz Company and the Campbell Soup Company.

The advertising policy of the Heinz company is continuous national advertising of the Heinz institution and Heinz products, divided about equally, supplemented by local advertising of particular products in particular territories at certain seasons. The advertising policy of the Campbell Soup Company calls for continuous national advertising of Campbell's beans and particular flavors of Campbell's soups, supplemented by local advertising on these items.

Once a month the Campbell Soup Company mails to its dealers and sales representatives a complete portfolio containing a full set of color proofs of every advertisement appearing during the month. At the same time a letter is mailed commenting on the advertising and urging some form of co-operation. Attached to the letter is an advance schedule for the coming month's advertising in the form of a calendar, with a space for each day. In this space is printed the

name and circulation of each periodical and the name of the particular product advertised. A table at the top of the calendar summarizes the total circulation for each product. For example, the table for September contains the following:

Total magazine advertisements for September:	
Tomato Soup	27,725,000
Vegetable Soup	7,000,000
Mock Turtle Soup	90,000
Pepper Pot	105,000
Campbell's Beans	8,570,000
	43,490,000

When it is considered that the Campbell company makes and sells twenty-one kinds, or flavors, of soup, besides Campbell's beans, the foregoing table is eloquent enough on the subject of how much money the company thinks it advisable to spend on each of the flavors. The full list of soup flavors is printed on the label of the package illustrated in every Campbell's soup advertisement.

Ultimately every item in a manufacturer's line has to pay its own way, unless it is a nuisance item which is retained for some very good reason, in which case it should be regarded as an appendage or auxiliary of the other item. In the beginning, when an item is new, it is either worth advertising or it is not. Its right to live is decided by the profit on its sales or its general usefulness as a fill-in. If sales and profits can be increased by advertising and advertising is used the cost of that advertising should be charged against the item. The question of giving every product an equal amount of advertising space is like the question of giving every product an equal amount of factory space for manufacturing. That's as may be.

There are, therefore, two questions or two sides to the question, namely, the cost accounting side

**AVAILABLE!****copy and  
contact man**

His copy has been highly praised in advertising reviews. He combines unusual writing talent with feeling for layout, thorough knowledge of type, ability to visualize and direct art work, experience in all phases of contacting. Age 26. Six years with recognized agency. An invaluable assistant to a busy account executive or in growing agency.

Now employed.

Address "G," Box 264, P. I.

# best

If you are one of the advertising agencies interested only in the *best* in layout & typography for your clients, we believe we can be helpful to you.



**CURRIER & HARFORD • LTD**

*Selective Advertising*

460 W 34th St • New York • Longacre 7836

and the sales promotion side. But the cost of sales promotion must be charged somewhere. And in the end the question of how much advertising space to give an item is settled in the way a salesman settles the problem of how much time he will spend on each item in his line. As the item rewards his time and attention, it gets both.

Articles on the various phases of this subject have appeared from time to time in the PRINTERS' INK Publications and a list will be sent to those who will write for it.—[Ed. PRINTERS' INK.]

**California Dried Fruit Growers Organize Institute**

The California Dried Fruit Research Institute has been organized by the packers of dried fruits in California to further their interests through research and advertising. At the present time, efforts are being concentrated on the development of raisin consumption, inasmuch as raisins are a major dried fruit crop in California and at present are suffering more than other dried fruits from over-production. An advertising campaign in mediums of general circulation is planned.

L. B. Williams, formerly in charge of the extension department of the Sunland Sales Co-operative Association, Fresno, Calif., for three years, has been appointed director of the institute.

**Mail-Order Sales Gain**

Sears, Roebuck & Company, for September, report sales of \$30,004,372, against \$24,608,712, for the corresponding month last year, an increase of 21.9 per cent. Sales for the first nine months of this year, amounted to \$231,365,458, against \$199,265,662, for the corresponding period of last year, a gain of 16.1 per cent.

Montgomery Ward & Company, for September, show sales of \$20,809,909, against \$16,377,863, for September, 1927, an increase of 27 per cent. Sales for the first nine months of this year, amounted to \$148,362,025, against \$134,445,892, an increase of 10.3 per cent.

**E. R. Weadon to Join  
"Pictorial Review"**

Emile R. Weadon, for many years associated with the advertising department of the Butterick Publishing Company, will join the advertising staff of *Pictorial Review*, New York, on November 1.

**Appoints Hanson Agency**

The William E. Wright & Sons Company, Orange, N. J., manufacturer of bias fold tape, has placed its advertising account with the Joseph E. Hanson Company, Newark, N. J., advertising agency. This appointment is effective January 1, 1929.

# Packages insured as wrapped



No waiting your turn at crowded windows, no extra handling of packages, no delays and no red tape in collecting on packages stolen or destroyed in the mails. That's the satisfaction of North America Parcel Post Insurance. Coupons from a North America Coupon Book insure each package at the wrapping desk—and cost but a few cents.

Ask the North America Agent or send the attached coupon for full information.

## the North America way

"The Oldest  
American  
Fire and  
Marine  
Insurance  
Company"

Founded 1792

Insurance Company of North America  
Sixteenth Street at the Parkway  
Philadelphia, Pa., Dept. W-104

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Wants information on Parcel Post Insurance



**A**n unusual art director is available. His years of experience have given him a thorough knowledge of the art market—he can get things done. He is capable of a sophisticated visual—and an excellent finished drawing. He desires a position giving him entire responsibility for art production, and is satisfied to be underpaid—till he proves himself. Address "E," Box 263, Printers' Ink.

**Bond Selling Is No Harbor for College Graduate Drifters**  
R. E. WILSEY & COMPANY  
INCORPORATED  
CHICAGO, SEPT. 29, 1928.

*Editor of PRINTERS' INK:*

As a constant reader of PRINTERS' INK, I was much interested in the article "Certify Salesman or Abolish the Cold Canvass," by W. A. Wolschlag, director of purchases, Ditto, Incorporated, which appeared in your issue of September 13. Being myself a buyer of printing and advertising space, I can appreciate Mr. Wolschlag's viewpoint, and I believe he has sized up the situation very well as regards the various types of salesmen. However, I want to challenge one statement in his article, wherein he says, "In time the college graduate salesman becomes more practical or drifts into the selling of bonds and insurance."

This is equivalent to saying that men who have failed as salesmen in other lines can "drift into the selling of bonds" and presumably succeed because the sale of bonds does not require a high type of salesman. Nothing could be farther from the truth.

Reliable bond salesmen sell bonds as permanent or temporary investment of funds which should not be subject to the risk of speculation. It is, therefore, very unlikely that any bond salesman would open a conversation by saying, "Did you notice the rise in General Motors" or some other well-known stock.

On the other hand, stocks of doubtful value, sold by unreliable houses are often presented to prospective purchasers by telephone in the manner described by Mr. Wolschlag.

There are, of course, hundreds of sound preferred and common stocks, issued by well-managed corporations and offered by reputable and reliable investment houses and brokers, but these stocks are seldom offered over the telephone except to regular customers of the house, who are personally acquainted with the salesman making the telephone call.

My only criticism of Mr. Wolschlag's article is that apparently without knowing any high-grade bond salesmen, he confuses them as a class with a certain type of unethical stock salesmen, when he makes the statement that "in time the college graduate salesman becomes more practical or drifts into the selling of bonds and insurance."

As a matter of fact, I personally have been connected, either directly or indirectly, as an advertising executive and salesman with many selling organizations in many lines of business, and I do not know of any line of business that requires and employs as salesmen, men of higher character, training and ability than the average bond house. I believe it only fair to this earnest and sincere group of representatives that the impression created by Mr. Wolschlag's article, however innocently and unintentionally given effect, should be corrected.

R. E. WILSEY & COMPANY, INC.,  
RAYMOND ALDRED,  
Advertising Manager.

## WANTED: Sales Force Organizer

Man capable of organizing and directing sales force of house to house canvassers. High class, well known product selling from fifty to sixty dollars.

This position is with a large, favorably known institution and should interest a man of unusual ability.

*For particulars address*

**HUBER HOGE, INC.**  
415 Lexington Ave. New York



VOLUNTEER STATE LIFE INSURANCE BUILDING  
ONE OF CHATTANOOGA'S COMMODOUS  
OFFICE BUILDINGS.

Out of Chattanooga, nine big railroads radiate in every direction, making practically every important trade center in the South accessible overnight and one-third the total U. S. Population accessible within 24 hours by rail. ¶ Prospering Chattanooga has many beautiful office buildings. ¶ Thus, at the first glance, you observe two essential factors for success in your Southern branch: fast, low-cost coverage of the entire South, and metropolitan office accommodations at very reasonable rentals. ¶ Other factors? Let us send you without charge, a confidential survey of actual facts on "The Dynamo of Dixie," together with the handsome illustrated booklet "Scenic, Historic and Industrial Chattanooga." Write today!

Chattanooga ships furniture to Grand Rapids, iron ore to Birmingham, coal to Kentucky, leather goods to St. Louis and metal products to Pittsburgh. What's that about carrying coals to New Castle?



**Chattanooga**  
DYNAMO  of DIXIE

WALTER C. JOHNSON, *Director*  
Chattanooga Community Association, Chattanooga, Tenn.

# Audit Bureau of Circulations

## *15th Annual*

# CONVENTION

---

OCTOBER 25 and 26, 1928  
STEVENS HOTEL - CHICAGO

Thursday, Oct. 25—At 10 a.m., group meetings to discuss subjects of common interest to members of all Divisions.

Thursday, Oct. 25—At 2 p.m., regular divisional meetings. Prospective members are invited to attend the meetings in which they are particularly interested.

Friday, Oct. 26—At 9 a.m., the General Meeting, attended by the members of all Divisions.

---

## ANNUAL DINNER

Friday evening, Oct. 26

GRAND BALLROOM - STEVENS HOTEL

The seating arrangements will be based on the dates of reservations

---

AUDIT BUREAU OF CIRCULATIONS  
165 WEST WACKER DRIVE - - - - - CHICAGO

## Less Time for Secrets, More for Advertising

*(Continued from page 6)*

made into the marketing of commercial minerals and metals by a technical publishing concern. This field embraces dozens of things you probably never heard of, yet use every day, ranging from diatomaceous earth to selenium. Some of these are produced and sold in very small quantities, so that there is scarcely what may be called a market. Others are produced only in favored countries, and that encourages market control. London has a way of cornering such commodities and profiting by guarded information, and the Germans were pretty efficient at that game before the war. Therefore, considerable difficulty was anticipated in gathering facts.

On the whole, however, the publishers found a high average of cooperation and only one interest flatly refused to answer questions. Was that some little interest handling a substance like salts of titanium, used for coloring artificial teeth? No, it was a corporation which dominates its industry.

Glass pockets for business are something like long skirts for women—you hear a great deal about their coming, but do not see many worn.

However, there are several influences steadily at work breaking down secrecy. Science is one, trade publishing another and advertising a third.

Secrecy is based on the belief that there is only a limited amount of business and that you must grab all you can and keep quiet.

Advertising argues that there is plenty of undeveloped business, if you go after it. If you go after it, you must tell the public about yourself. Presently the greatest obstacle to business is your secretive competitor who will not help you tell the public.

Alfred P. Haake, at one time assistant to the president of The Simmons Company, Chicago, has been appointed executive secretary of the newly organized National Association of Furniture Manufacturers.

## Sales Executive Available

Owing to Consolidations I am seeking an association with a Company requiring a High Type of Business Executive.

For the past fifteen years I have held responsible positions with three Companies, all of which are National or International Organizations. In my present connection, I have more than doubled their Sales volume. These positions have been as Sales Promotion Manager, General Sales Manager, General Manager, and Assistant to the President. I am a College and University Graduate in Engineering, 39 years old, a Christian, a Mason, a Shriner and an Elk. Address "B," Box 260, Printers' Ink.

it won't  
take half  
as long  
when you  
send it to  
Longacre!  
24 HOUR  
SERVICE!

LONGACRE  
437 W. 43rd  
NEW YORK  
PRESS, INC.  
Ring..Pen. 1243

## WANTED LINE FOR PACIFIC COAST

Successful Sales Agent, who in two years tripled business of merchandise specialty line in West Coast Territory, will consider a new line of intrinsic merit, of fundamental sales value and of a "repeat" nature, selling to department, hardware, furniture or floor covering trade.

Doing over \$450,000 yearly volume now—so only propositions of the very highest type considered.

Office maintained in Los Angeles. Address "H," Box 262, Printers' Ink.

## Opportunity for Account Executive

Progressive, fast-growing agency of regular fellows has opening for an experienced account executive. We do not "steal" accounts, nor have we any intention to bid up for established business.

But to the account executive who finds his present organization fails to render adequate support or service on his accounts—or to the contact man who needs the teamwork of seasoned advertising and merchandising men, this may prove an opportunity worthwhile. Your letter will be kept in absolute confidence, of course, and our own bunch know all about it.

Address "L," Box 265  
Printers' Ink

What you are going to do next spring, what you plan to make next year, the overlooked information that you pay to gather—these are probably real business secrets for a time.

But in the general advance of business along main highways of science very little can be hidden. The quickest advances are achieved by sharing information.

Business will always have some secrets but generally it has a larger inventory than it actually needs.

### Campaign Started to Advertise Kansas City, Mo.

The Industrial Committee of the Chamber of Commerce, Kansas City, Mo., has started its advertising campaign activities. Newspapers in Chicago and New York are being used. Financial and class journals throughout the East and Middle West are also being used in the campaign which is an endeavor to bring factories and industries to Kansas City.

The Ferry-Hanly Advertising Company, Inc., Kansas City, is handling the advertising schedule for the committee.

### O. W. Johnson with Michaels, Stern

O. W. Johnson, formerly with Henry Sonneborn & Company, has been appointed sales promotion director and advertising counsellor by Michaels, Stern & Company, Rochester, N. Y., makers of men's clothes.

### R. L. May to Join J. L. Brandeis & Sons

Robert L. May, recently with The Blackman Company, New York, will join J. L. Brandeis & Sons, Omaha, Nebr., as advertising manager, effective October 13. He was at one time with R. H. Macy & Co., Inc., New York.

### G. A. Cortes with Ingraham- Powers

George A. Cortes, for the last eight years with Reynolds-Fitzgerald, Inc., formerly Benjamin & Kentnor, Inc., has joined the New York sales staff of Ingraham-Powers, Inc., publishers' representative.

### New Account for Wm. B. Remington Agency

The Wilcox & Crittenden Company, Middletown, Conn., manufacturer of marine hardware, has appointed Wm. B. Remington, Inc., Springfield, Mass., advertising agency to direct its advertising account.

# An invitation to Artists . . . . .

THIS organization founded four years ago by men of long and tried experience, wishes to add to its staff a few more men of unquestionable ability.

Our plan of compensation offers unique opportunities. Some of the men work in our studios—others maintain their own. In all cases artists are paid for their work on a definite percentage of the billing price for such work. Under this plan artists who formerly worked on a salary have increased their income from 25% to 100% without additional cost to clients.

## We are interested in:

*An Illustrative Painter*, preferably a man who already has some reputation. A "Modernist" might find a sympathetic reception.

*An Advertising Illustrator*, familiar with all mediums. Must be good on figures as well as other general work.

*A Letterer and Designer*, with creative ability and whose work is professionally high without question.

*A Visualizer and Lay-out Man*: This man must have more than

the ability to lay out advertisements. He must be able to *plan* the advertisements themselves, suggest headlines, and must have had experience in *all* forms of advertising display.

*A Contact Man* who has been through the mill and who knows an opportunity when he sees it. We don't want anyone who can't sell himself to our clients on his ability to deliver service with a capital "S".

Interviews by appointment only—to save your time and ours. Please remember we have nothing to offer beginners or those whose work is average. We have room for only the very best men. Communicate with Mr. Hills or Mr. North.

**VAN NAME & HILLS, INC.**

11 East 38th Street, New York City

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOMM, Manager.

St. Louis Office: 913 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, Associate Editor  
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. B. Weiss	Andrew M. Howe
H. M. Hitchcock	Eldridge Peterson
Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor  
Chicago: G. A. Nichols  
Frederic W. Read

London: Thomas Russell

NEW YORK, OCTOBER 4, 1928

**High Wages** Whenever a group of investigators is sent from a foreign country to the United States to inquire into the fundamental reasons for prosperity here, high wages and mass production are given an important place in the reports they take home. But a recent Supreme Court decision in Mexico indicates how dangerous it is to jump too quickly at conclusions based on these findings.

The production of textiles is one of Mexico's leading industries. An over-production of cotton goods led last year to a presidential decree which stipulated an increase of 25 per cent in wages for all textile workers and a penalty of an increase of 8 per cent in the production tax for all factories refusing to pay the increase.

Several important factories re-

fused to pay the higher wage or the penalty and alleged that the latter was unconstitutional. This stand has been confirmed by the recent Supreme Court decision.

National purchasing power cannot be increased by a decree increasing wages, for high wages are economically sound only when based upon high production, and when accompanied by sound marketing methods that turn high production into broad distribution. Large production does neither capital nor labor any real good until it is sold. Handing more money to textile workers in the hope that purchasing power will thus be increased, leaves the owners of that industry in the same position as before, with a stock of goods on hand which has cost them more money to produce. Eventually the plants will close down and the temporary increase in the workers' purchasing power will be cut to no purchasing power at all. The solution to the difficulty might more likely be found in a cut in the price of the finished product.

In most similar cases where over-production is blamed, there can be found plenty of potential customers who want the product badly. Searching out such customers, pricing the goods to fit their pocketbook, telling them about the price and the service of the product—these are the functions of sound merchandising and advertising. High wages alone don't solve economic problems. The combination of high wages, high production and sound merchandising does build prosperity. The attempted short-cut by proclamation leads to economic distress.

A  
Worth-While  
Diversion  
for Sales  
Managers

Recently a sales manager told us that he spends some of his spare time in the store of an intimate friend and listens to the conversations of the salesmen who call on this dealer. He asserts that the plan offers a splendid method of ascertaining the strong and weak points of sales solicitation. The informa-

tion he gathers in this way is then passed on to his sales force through the weekly sales bulletin.

Another method of getting similar information which ought to be of particular interest to manufacturers in the industrial field is suggested in an article that appeared in the September 13 issue of *PRINTERS' INK*. This article was written by W. A. Wolschlag, director of purchases of Ditto, Incorporated. Mr. Wolschlag addressed his remarks particularly to sales managers and, in the course of his comments on the glaring weaknesses of present-day selling methods he suggested that sales executives ought to spend a week relieving the purchasing agent. It was his thought that in this manner sales executives could gather vital sales data that could scarcely be obtained in any other way.

The plan has the merit of originality. Although we have queried a number of sales managers, we have yet to come across one to whom the idea had ever occurred. Candor also compels us to say that we have yet to find a sales executive who, if he did think well of the idea, would go so far as to declare that he would give it a trial.

And yet, there is much to commend the idea. There are certain faults which are common to most salesmen. The sales manager's job is to locate these faults and correct them. How is this to be done? It is true that one way is to accompany salesmen on their trips and watch them go through their paces. However, this plan, while entirely worth while, is weak in at least one respect—the salesman is conscious that he is being observed and he endeavors to put his best foot forward. This may mean either that he makes a more effective, or a much poorer, presentation than is his wont. In either case, he fails to provide his superior with a clear picture of his weak points.

The next best thing, then, is to study *other* salesmen, when they are entirely unconscious of the fact that they are being placed under the microscope. The weaknesses which these men display, or

at least some of them, are probably common to most salesmen and therefore, a composite picture of one group of salesmen will very likely look very much the same as a composite picture of any other group. The problem is where to find a good point of observation and this is solved by Mr. Wolschlag's suggestion that sales managers relieve the purchasing director for a period of time. We have no doubt that the diversion would be worth while.

***The Value of Indirect Testimonials*** An advertising agent recently made an investigation which, while we should hesitate to call it conclusive, is interesting and suggestive. He chose from the advertising of one of his clients and of a number of competitors some of the chief selling arguments. These he summarized in sentences and presented to a number of typical consumers, asking them which would influence them most in buying.

The arguments ranged all the way from considerations of comfort and economy to the statement that the product is endorsed by Lindbergh, who has used it consistently. When a tabulation was made of the results of the test the agent found that the Lindbergh argument ranked a poor last.

It is dangerous to draw any sweeping conclusions from this test, although it was tried on enough people to give every indication that the results would hold true with most consumers. The agent believes that the fact that the Lindbergh argument is last proves that testimonials are losing some of their value. Other tests that he has made seem to bear him out in that conclusion.

It would be folly to attack the value of the testimonial, direct or indirect, particularly in the face of some of the sales results attained by advertisers who have used this form of sales argument successfully. However, the test may indicate, and we believe does indicate, a weakening on the part of the public in its belief in the value of testimonials.

As *PRINTERS' INK* has pointed

out many times, the widespread practice of purchasing testimonials has brought a certain amount of discredit on this form of advertising. This has been due partly to the fact that certain of the franker sellers of testimonials have been incautious enough to speak openly with newspaper reporters concerning their reasons for endorsing certain products. Such news reports are bound to weaken the faith of the average consumer not only in the value of the particular testimonials referred to but all testimonials.

No one has been freer from suspicion than Lindbergh. Therefore it would seem that his endorsement would carry as great weight as that of any celebrity.

In his recent book, Roy Durstine pointed out some of the dangers of the use of paid testimonials and other leading advertising men have the subject close to their hearts. While they all believe in the value of personal endorsement as a sales argument, many express their suspicion that abuse of the practice is leading to a slow nullification of its value.

The paid testimonial is a form of super-advertising and as such is bound to make more legitimate forms of advertising suffer. PRINTERS' INK believes that the subject is one which deserves close study on the part of advertisers and agents and will be interested in hearing from others who have made tests to prove the value of testimonials.

#### **Why Sales Managers Should Travel**

**More** often discussed. There is a rather new angle of the situation which was emphasized recently by the president of a food products corporation. He had received applications for positions in his company from six different salesmen with other organizations. "Many of these men," he said, "have better jobs than I could offer them at the present time. But I know what is the trouble with them. They are working with big concerns and in

most cases with a lack of personal contact with men from the home office. This has caused them to go stale on their job and lose that spark of enthusiasm which is so necessary."

It is this manufacturer's strong belief that one of the reasons for high selling expense in some companies is due to this lack of personal contact. A salesman left to shift entirely for himself sometimes develops expensive habits of selling which, while not apparent in the day's routine, can be traced back to sources when the sales manager gets on the job in the man's own territory.

This president examines the mail every morning and checks over every salesman's orders. Being accustomed to reading them every day in the year, he gets a picture of any change in a man's attitude. When he finds evidence of a situation which indicates lack of interest or a tendency to go stale, he hops a train and works with the man until he has overcome whatever has been troubling him. When a salesman gets thinking that he is not making progress in his present job, that the house doesn't seem to care much whether he is or not, and when he looks for a new one, he is adding to the company's cost of selling by not doing a full selling job. If he does leave and has to be replaced by another man, that fact also adds to the cost of distributing the company's goods. High distribution costs undoubtedly come, at least in part, from the lack of close personal contact between the home office and the man out in the territory selling goods. It offers one reason, according to this particular president, why most sales managers should do a lot more traveling than they are in the habit of doing.

The Knox Hat Company, New York, has acquired a major interest in Kassel & Kassel, Inc., retail clothing stores. Dunlap & Company, New York, owned by the Knox Hat Company, has been merged with Kassel & Kassel, and the stores operated by them will bear the name of Kassel & Kassel. The officers of the new Kassel & Kassel corporation are Walter M. Frankenheimer, president; Charles Dillon, vice-president; H. G. Fahlbusch, secretary, and O. A. Kniffen, treasurer.

## Newell-Emmett Company

*Incorporated*

*Advertising . Merchandising Counsel*

40 EAST 34TH STREET

New York

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

**CLIENTS**

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

National Bank of Commerce  
in New York

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## Chicago Business Men Hear Strong and Younggreen

A group of more than six hundred business men, attending a combined meeting of the Chicago Association of Commerce and the Advertising Council of Chicago last week, had the aims and purposes of the newly reorganized International Advertising Commission outlined to them. More than that, they heard many of the popular beliefs about advertising roundly bated by two of the leading exponent of organized advertising.

The theme of the meeting was the "New Note in Marketing and Advertising."

Walter A. Strong, publisher of the Chicago *Daily News* and chairman of the board of governors of the I. A. A. brought out the real social and political, as well as economic, influence that advertising has had on the lives of all people. He pointed out that Europe is rapidly becoming Americanized, for which advertising is largely responsible. Notice, he suggested, the essential similarity in the costumes of people on the streets of Berlin, Paris and London, and give advertising its due credit for that. Continuing, he said:

"And so advertising is on trial. Of course it is on trial. So is every other economic factor of any value. Every executive, too, is on trial. He is expected to produce, just as advertising is expected to produce." Advertising, he explained, is mass selling and as such is a necessary complement of mass production.

Following him on the program was Charles C. Younggreen, president of the International Advertising Association, who, speaking for the advertising profession, had this to say:

"Business as a whole does not yet realize what we have, what we can do for it. Business still looks on us too much as workers of magic, as first aid to the injured. Business comes to us unfortunately more often to avoid trouble, instead of using our powers to avoid trouble."

\* \* \*

## St. Louis Junior Club Elects

E. L. Ludwig was elected president of the Junior Advertising Club of St. Louis to its recent annual meeting. Other officers elected to serve for the coming year are as follows: First vice-president, J. A. Pollock; second vice-president, George N. Daugherty; third vice-president, Charles Horn; secretary, Otto Baker and treasurer, Harry A. Menke.

\* \* \*

## Again Heads Boulder Club

F. E. J. Ronsholdt has again been elected president of the Advertising Club of Boulder, Colo. Max Benson has been made secretary and Lloyd Hamilton, chairman of the program committee.

\* \* \*

## Madison, Wis., Club Plans Program for Coming Year

The Advertising Club of Madison, Wis., will concentrate, this year, on five phases of advertising, in its program. The various subjects selected are as follows: Mediums, retail problems (advertising expense control), how to merchandise a special event, co-operative retail advertising, relation of mediums in retail advertising, checking results of advertising; civic relationships (a vigilance committee, and a discussion of co-operative campaigns for special selling); advertising from the manufacturers' viewpoint, advertising agencies and the history of advertising.

George Vaughan has been appointed chairman of the program committee, with J. A. Fitschen, chairman of the membership committee.

\* \* \*

## Los Angeles Club Appoints Committee Chairmen

Herman Nater, president of the Advertising Club of Los Angeles, has appointed committees to supervise the various club activities. Chairmen of these committees include the following: Harold G. Ferguson, Better Business Bureau; John Jay Measler, "Blue Pencil"; J. H. Tregoe, educational; C. M. C. Raymond, entertainment, and J. G. Sprecher, golf. F. Battelle was appointed chairman of the membership committee; Paul Armstrong, Past President's Council; A. C. Bushnell, program; H. B. Wright, social events, and Victor Langford, window displays.

\* \* \*

## Charles Morris Price School Has Large Enrollment

Over 400 students were enrolled at the opening session of the Charles Morris Price School of Advertising and Journalism of the Poor Richard Club of Philadelphia. In addition to advertising, this year the school will conduct courses in journalism, salesmanship, public speaking and English.

The opening night session was addressed by Michael G. Price, who endowed the school in memory of his son.

\* \* \*

## Now the East Bay Sales Manager's Association

The California Sales Manager's Association of Oakland and the East Bay District has changed its name to The East Bay Sales Manager's Association. This organization is composed of sales managers of Berkeley, Alameda, San Leandro, Emeryville and Oakland.

Carlton S. Osgood has been re-elected president of the association. Other officers for the coming year are L. N. Johnson, vice-president and C. J. D. Nichols, secretary and treasurer.

## Chicago Council Holds Last Tournament

The Advertising Council of Chicago combined forces with Chicago Post No. 170, American Legion, in playing off the last of its regular schedule of summer and early fall golf tournaments last week. More than fifty-four advertising men and friends turned out. A first leg on the new trophy, donated by Post No. 170, was won by George L. Drollinger of G. W. Drollinger & Sons, who turned in low gross for the day. Low net in Class A was won by Frank Bennett, of the Baldwin Piano Company.

## Cincinnati Club Appoints Committee Chairmen

At the first meeting of the fall season, Jesse Phillips, president of the Advertising Club of Cincinnati, announced the following as committee chairmen: R. M. Fleming, program; W. B. Fortlage, finance; E. L. Becker, educational; Myron L. Smith, publicity; W. A. A. Castellini, membership, and Hudson Biery, exhibit.

## San Francisco Club Appoints Committee Chairman

At a recent meeting of the San Francisco Advertising Club, the following were among those appointed as chairmen of committees: Leo Schoenfeld, membership; W. B. Garthwaite, entertainment; Fred Keast, program; Garnet J. Weigel, editor, "Ad Age"; R. W. Harker, publicity, and Douglas Meldrum, golf.

## Chicago Legion Post Holds First Fall Meeting

Chicago Post No. 170, American Legion, held its first fall meeting last week. The Post is made up almost entirely of advertising men. As the speaker of the day, Flint Grinnell, manager of the Chicago Better Business Bureau, explained the methods by which his Bureau operates.

## Chicago Ad-Post Stages Annual Pow-Wow

Chicago Advertising Men's Post No. 38, American Legion, staged its Third Annual Pow-Wow at Nippersink Lodge, Gema City, Wis., on September 21, 22 and 23. There was an attendance of 173. H. Elton Pease, of the Standard Show Card Service, Inc., was in general charge of arrangements.

## Bellas Hess Purchases Charles William Stores

The Charles William Stores, Inc., Brooklyn, N. Y., has been purchased by the National Bellas Hess Company, New York. Both concerns do a mail order business. H. Bellas Hess will be president of the merged companies; W. J. Fox, vice-president and Walter B. Smith, secretary.

## C. W. Avery, President, Murray Corporation

C. W. Avery, formerly assistant to William Robert Wilson, president of The Murray Corporation of America, Detroit, has been elected president to succeed Mr. Wilson, who has retired. H. O. Barker has become chairman of the board. Mr. Avery was formerly with the Ford Motor Company for fifteen years. Charles H. Widman, who has been general sales manager, has been elected vice-president in charge of sales and A. P. Dowell has been elected vice-president in charge of manufacturing.

Following the entrance of new interests in the Murray corporation, the board of directors now includes, in addition to the officers already mentioned, the following new directors: S. P. Curtis, D. W. Gurnett, J. B. Marckley and C. C. Gibson. C. M. Higbie, E. A. Potter, Jr., and K. L. Ames are members of the board who also served on the previous directorate.

## C. P. Penny Joins New York "Evening Journal"

Carl P. Penny, vice-president of Jules P. Storm & Sons, Inc., New York advertising agency, has resigned to become assistant director of local advertising of the New York *Evening Journal*. He formerly was advertising manager and assistant business manager of the New York *Morning Telegraph*.

## Wilbur Lewis with Springfield, Mass., Agency

Wilbur Lewis has joined the executive staff of Wm. B. Remington, Inc., Springfield, Mass., advertising agency. He recently was with the Lyndon & Hanford Company, advertising agency, as copy director of its New York office.

## Frank Cherry, Sr., Leaves Joseph H. Meyer Brothers

Frank Cherry, Sr., has resigned as advertising manager of Joseph H. Meyer Brothers, New York, manufacturer of Richelieu pearls, to devote himself to experimentation on the mechanics of color.

## Excelsior Brewery Appoints Smith, Sturgis & Moore

The Excelsior Brewery, Inc., Brooklyn, N. Y., maker of Olde Keg and Excelsior cereal beverages and other products, has placed its advertising account with Smith, Sturgis & Moore, Inc., New York advertising agency. Newspapers will be used.

## De Lancey Kountze Made Chairman of Devoe & Raynolds

De Lancey Kountze, formerly treasurer of the Devoe & Raynolds Company, Inc., New York, paint maker, has been elected chairman of the board of directors to succeed Dr. I. W. Drummond, retired.

# The Little Schoolmaster's Classroom

WHAT women can't do to business! The Schoolmaster wonders sometimes whether all of the stories he reads on that subject can possibly be true. The latest and one of the most sensational that the Schoolmaster has ever heard is that the recent severe break in prices on the New York Cocoa Exchange can be attributed directly to the fact that women are smoking cigarettes.

The *New York Times* apparently considered this story as being seriously true for it recently printed a London dispatch on the subject.

In that dispatch the following information appeared:

Women's substitution of cigarettes for chocolates, which has been making the fortunes of tobacco companies, has had a reverse effect on cocoa importers. It has, it was stated today, broken up the powerful British cocoa pool, which for some years dominated the world's cocoa market.

Reports of an impending breakup of the pool caused a sensation yesterday on the New York Cocoa Exchange, where prices slumped heavily. Authorities here believe that even lower prices are probable and predict a world slump.

The cocoa pool was formed in 1925 headed by the gigantic African & Eastern Trading Corporation, with another powerful member being the Niger Company. The margin of profit in the trade is now so small; it was stated today, that it had become unprofitable for the pool to hold large stocks.

The women are blamed for it all. Their emancipation from long skirts and consequent adoption of a boyish figure, or perhaps it was the other way around, first shattered the fortunes of the woolen trade and set up artificial silk millionaires instead. Bobs and crops ruined the hairpin manufacturers.

Now the Swiss chocolate exporters and British cocoa importers are feeling the draft. Reductions in the prices of the chocolate are predicted as a result of the cocoa slump. But with women eschewing sweets for reasons of vanity and men being warned off them by Sir Arbuthnot Lane's "New Health Society" for reasons of hygiene, there apparently will be none to eat them but small boys.

If there be any truth in this newest of stories on the effect of women's whims and fancies on business the Schoolmaster feels that he had better warn members

of the Class to study the buying habits of women folk more carefully than ever before.

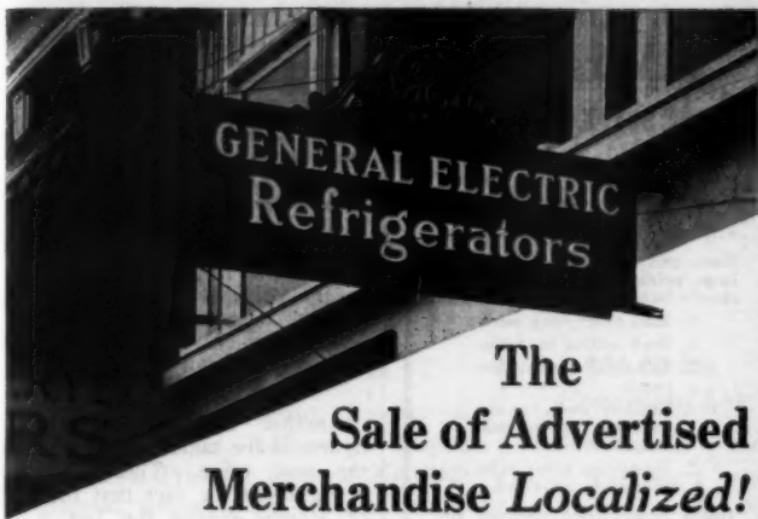
The Schoolmaster must admit he smiled in admiration when a short time ago he came across this caption in a newspaper advertisement: "Man Swallows Adam's Apple." How on earth, thought he, can a man do such a terrible thing?—and so thinking he stroked his own throat, finding to his relief there still remained that noble lump. Bracing himself for the next lines which would undoubtedly tell just how such an odd thing happened he read on: "in his excitement while reading, *The Sandalwood Fan*, by Thomas McMorrow."

"My oh my," sighed the Schoolmaster (he sometimes reads *Uncle Wiggly*) "the writer of that advertisement certainly fooled me that time, but he won't do it again because it's too hard to write one and one-half inch advertisements with so much human-interest and 'come on' appeal."

But the next morning while sipping his orange juice and reading the paper he ceased all operations suddenly when he spied the headline "Burglar Captured in Park Avenue Apartment," and continuing "while absorbed in reading the exciting detective novel, *The Sandalwood Fan*, by Thomas McMorrow."

Small space is hard to fill. There is so much to say and so little space in which to say it. Perhaps there is no more severe test of a copy writer's ability than the task of making small space—an inch and one-half, for example—stop the roving eye. This series on "The Sandalwood Fan" is a splendid example of what can be done in this direction.

The Schoolmaster is not statistically-minded. But occasionally he comes across statistical compilations which hold his interest. For



After your goods have been nationally distributed and advertised, what then? "Then" is the crucial point at which many a product has become a money-making success or a red-ink failure.

Electrical advertising of your product over dealers' doors makes the most effective sales tie-up. You can shine your product's name before the eyes and impress it upon the minds of the day and night crowds of passing buyers.

Some designs of electric signs are better for these purposes than others. Send to us for sketches (in color) and information as to the type of signs experience has proven best. No obligation, of course. FLEXLUME CORPORATION, 1058 Military Road, Buffalo, N. Y.

*Sales and Service  
Offices in Chief Cities  
of U. S. and Can.*



*Factories also at  
Detroit, Los Angeles,  
Oakland & Toronto*

---

**FLEXLUME**  
ELECTRIC DISPLAYS

---

## A Versatile Sales Executive

This ad is being inserted by his present employer in recognition of faithful service and recommending his merits, in the hope that he will be placed in a similar capacity.

Now—and for seven years—with large publishing house. Has efficiently handled:

1. Mail order book sales.
2. Book selling to stores.
3. Extensive lecture bureaus.
4. Readers' service department for national magazine.
5. Numerous other sales promotion activities.

Inside organization changes and discontinuance of several departments make available this conscientious executive. Age 40 years, married, 20 years varied business experience. New York connection preferred.

Address "O," Box 269,  
Printers' Ink

## SALESMEN WANTED

PROMINENT MANUFACTURER of COCOA and CHOCOLATE PRODUCTS is looking for the following men to work into the Sales Organization with exceptional future possibilities. Must be willing to travel or establish residence outside of New York after short training. Experience must be given in detail, stating exact length of time with each concern, salary desired, nationality, etc.

**CONFECTIONERY!** Young men thoroughly experienced in selling high-grade package line; 5-cent and 10-cent goods and hard candies to Confectionery Trade.

**COCOA!** Thoroughly experienced in selling Bulk COCOA and COATINGS to Soda Fountains, Ice Cream Manufacturers, Bakers, Candy Manufacturers, etc.

**GROCERY!** Thoroughly experienced in selling CHOCOLATE DESSERT COCOA and COOKING AND BAKING CHOCOLATE to Retail and Wholesale Grocers.

Address your applications to "M,"  
Box 268, Printers' Ink

example, when he found an item in the morning's mail to the effect that the new edition of the Sears, Roebuck catalog will go to 11,000,000 people and that it will run to nearly 1,200 pages, that item was immediately singled out for prompt reading. Other figures in the same report announced that the catalog would list more than 35,000 items of merchandise and that this immense book is a direct outgrowth of the original twenty-four page catalog describing watches and jewelry which was the original Sears bid for business.

\* \* \*

Another interesting group of figures in the same mail came from the post office. These statistics brought out the fact that the sale of stamps during the last fiscal year amounted to more than \$576,000,000 and that this is far ahead of any previous year. In 1918, the sale of stamps totaled only \$353,000,000, which means that the last fiscal year's figures represent a gain of more than 60 per cent in ten years. In 1908 the stamp sales total was \$173,000,000, so that the gain for the twenty-year period is 230 per cent.

\* \* \*

Every once in a while a headline is originated which seems to be just about perfect. Among these, the Schoolmaster would place the caption used on a recent advertisement for Johnson's Wax Polish. This headline read: "Give Your Floors a Facial." It appeared in a women's magazine. There are two features to this headline which stand out in the Schoolmaster's mind. The first is that it puts across a striking point by using a term which is graphically descriptive to every woman. The second is that it permitted a perfect tie-up with the introductory paragraphs of the text body—and this advantage was cleverly developed.

\* \* \*

During a recent session of the Class, the Schoolmaster read a letter written by a member of the Babson Statistical Organization. This letter brought out the fact that in using the C.O.D. mailing

*Just Published**Completely Revised*

# Kellogg Chain Store Lists

**Complete—Authentic—Up-to-Date**

*(Printed in convenient booklet form)*

### Kellogg Lists Contain

—name of Parent Company, Number of Stores or Branches, Address of Buying Headquarters, Principal Lines of Merchandise carried, and occasional items of special information as to policies.

A set of these valuable lists will give you a complete picture of the Chain Store Movement which is gaining momentum throughout the country by leaps and bounds. In them you will find just the information you need for sales campaigns and similar activities directed toward chain stores. Complete set of lists \$50.00.

### Used and Endorsed By

Sales and Advertising Departments, Advertising Agencies, Publishers' Research Departments, Commercial Research Bureaus, Trade Publications, Commercial Clubs and Trade Associations.

The prices of Kellogg Lists are unusually low despite the painstaking research required to compile them, the verifying and checking to make them accurate, the necessity of writing many thousands of letters, and the large investment of money required to publish them.



### \$50.00 for Complete Set

Individual lists as follows:

#### List No. 1

Chain Grocery and Tea Stores, Meat Markets, Bakeries and Restaurants.  
Price \$15.00

#### List No. 2

Chains of Drug Stores, Candy Stores and Cigar Stores. Price \$10.00

#### List No. 3

Chains of Dry Goods and Department Stores, Furniture and House Furnishings, Pianos and Musical Instruments, Men's and Women's Clothing, Women's Clothing and Ready-to-Wear, Millinery, Shoes, Shoe Repairing, Men's Clothing and Haberdashery, Men's Hats.  
Price \$15.00

#### List No. 4

Chains of Five and Ten Cent Stores, Stationery, Books, Periodicals, etc. Office Equipment, Hardware and Sporting Goods, Jewelers and Opticians, Gift and Art Shops, Radio and Electrical Goods, Automobile Supplies, Gas & Electrical Appliances, Wall Paper, Florists and Seedsmen, Barber Shops, General and Company Stores.  
Price \$10.00

*Send Your Order NOW to*

**Kellogg Publishing Company**  
17 Park Street

Springfield, Mass.



## \$50. a Month

Will be the total cost of sending a first-class house organ to 250 selected customers and prospects.

*Write for Sample*

**The William Feather Company**  
607 Caxton Building : Cleveland, Ohio

## AN AGENCY, STORE OR A PUBLICATION

Can secure the services of this very young art director, who is a combination of artist, production and contact man.

He will produce a "page" that will not give evidences of floundering about with type face sizes, paragraph sizes, cut sizes, blank space areas and illustrations.

Address "A," Box 119,  
Printers' Ink.

**ADVERTISING**

Practical Copy Writing—Layout—Analysis, Set and Install. Display newspaper, magazine, direct mail, etc. Campaign for merchants, manufacturers, or agency work kept.

COMMERCIAL ART SCHOOL, 10 S. Michigan, Chicago

## PATENT YOUR IDEAS

Inventions developed. Patents secured in all countries. Call or send me a sketch of your invention. Satisfactory terms.

**FREE** Confidential advice, literature, Inventor's Recording Blank.

**Z. H. POLACHEK** DEC. PATENT ATTORNEY  
1234 BROADWAY CONSULTING ENGINEER  
NEW YORK

privilege, Babson had found that many of its prospects and customers seemingly did not know that these business reply cards and envelopes did not require postage. As a consequence, Babson was receiving a great many of its C.O.D. envelopes and cards with stamps affixed.

A member of the Class, Hoyne Wells, of the sales promotion department of The Marshall-White Press, Chicago, who heard of this experience, informs the Schoolmaster that he has worked out a plan which has solved the problem. He points out that this company now uses a detachable flap on its business reply cards which reads: "Mail Today—No Postage Required—Detach Before Mailing."

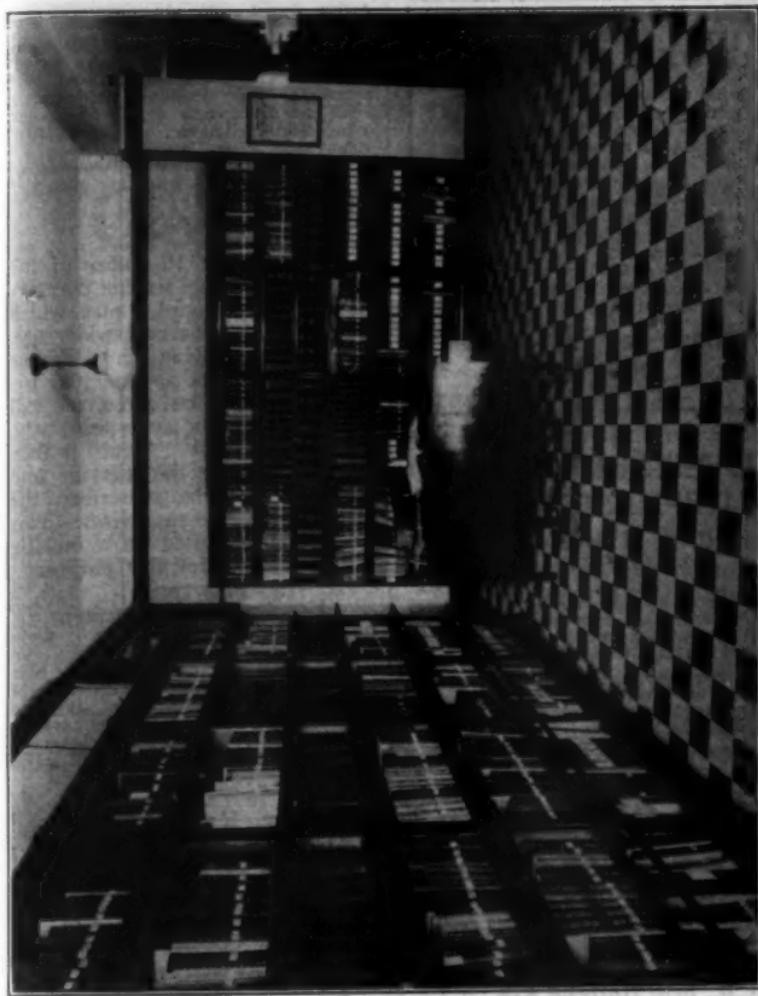
"Our August mailing of business reply cards," Mr. Wells states, "did not carry the detachable flap. From that mailing we received 501 replies, fifty-five of which had postage affixed for their return. From our September mailing, which was made on the fourth of this month, we have had 515 replies and none of these carried postage stamps. This simple idea of using a detachable flap which the prospect cannot help seeing has therefore proved successful in our case and we relate this experience for the benefit of other users of business reply cards."

\* \* \*

Servel, Inc., had a full-page advertisement in a national weekly captioned: "This advertisement is addressed to eighty-two Men." It was designed to secure that number of distributors for Servel's refrigerator, the Electrolux. The closing paragraph explained that personal negotiations would be commenced only "after some evidence is given that our minimum requirements will be met."

It occurred to the Schoolmaster that the details of these minimum requirements ought to be of general interest, particularly since there is so much slipshod selection of dealers. This is how the requirements were explained in the advertisement:

1. High character—applicant must enjoy the same respect and confidence of



## Preferred Position!

MAC MARTIN ADVERTISING  
AGENCY

Minneapolis, Minn.

August 9, 1928

Printers' Ink Publications,  
185 Madison Ave., N.Y.

Gentlemen:—

Here is a photograph which we have just had taken of a part of our library showing the bound volumes of Printers' Ink.

At the end of 1928 we will have twenty-five years of bound volumes of Printers' Ink, as well as bound volumes of Printers' Ink Monthly from the beginning.

Yours very truly,

MAC MARTIN,  
President

Quarterly volumes are bound in hard bound and buckram, stamped in gold. The cost is \$2.00 each volume, or \$8.00 for a complete set covering a year. Binders for both publications are also sold at cost. Weekly binders, \$1.25 a piece — Monthly binders, \$2.00.

Printers' Ink Publications  
185 Madison Avenue — New York City

## Woman Writer

with unusual experience in promotion and educational work is free to take on special work or to build up a permanent position. She knows the approach to the farm family and to the city home. Her booklets, radio talks and magazine articles have been uniformly successful. She writes and works in a way that creates good will and brings results. She has a broad viewpoint and valuable contacts.

**W-525, 24 Fifth Avenue  
New York**

## ADVERTISING REPRESENTATIVE

*For Middle West Territory seeks  
a broader opportunity.*

He enjoys a wide acquaintance among Advertisers and Agencies in Ohio and the surrounding territory that can be served out of Cleveland.

Correspondence invited with Business Paper or Publisher desiring capable representation and having attractive opportunity in this territory.

Address "Z," Box 118, Printers' Ink

## Want Circulation?

If you want your magazine's circulation built up through direct mail, newsstands or subscription representatives, here is your opportunity to secure services of an expert successful result producer. For full information, write

**F.C.B., 1656 Holland Ave., N.Y.C.**

## OPPORTUNITY EDITORIAL POSITION OPEN ON BUILDING PUBLICATION

Requirements: Ability to write, and engineering and construction experience. Magazine or newspaper training desirable. Age: under 35. Application should give full particulars as to experience and salary expected. Photo requested. Address "C," Box 261, Printers' Ink.

people locally that the Electrolux Refrigerator does nationally.

2. Merchandising experience—ability to build and operate a strong sales organization. This experience need not necessarily come from the refrigeration field, but from auto accessories, radio, household appliances, musical instruments, and other lines.

3. Capital requirements—resources of \$5,000 to \$100,000, depending upon size of operation.

\* \* \*

The Evanston, Ill., office of the telephone company serving that territory has developed a plan which would seem to warrant wider use. Whenever an Evanston telephone subscriber thanks an operator for the service she has given, the call is referred to the supervisor, who takes the message. A card is then made out giving the message and the names of the subscriber, the operator and the supervisor. This card is then posted on a bulletin board reserved for that purpose.

## Appointed to Represent Teachers Group

Carl F. Mayer, of Detroit, has been appointed special representative of the State Teachers' Associations, Inc., an organization representing the advertising interests of official State teacher association publications. He will cover Ohio and Michigan.

## William S. Race with Copeland Products

William S. Race, formerly with the Graphic Arts Guild, Detroit typographers, has been appointed assistant to the director of advertising and sales promotion of Copeland Products, Inc., Detroit, manufacturer of electric refrigeration machines.

**I have . . .**  
5 years successful, practical experience to my credit. Now employed with large manufacturer. What can I do? Help you build good-will and increase sales. LETTER specialist. Thoroughly familiar with Follow-up System. Direct Mail campaigns. Business-getting ideas. Two courses in addition to experience. Just the man to work in connection with your advertising dept. Age 27. Single. Christian. Excellent character. Have made good and will make good. Will consider change. Start at \$150 with opportunity. Let's get together for the good business coming next year. Address "Confidential," Box 268 care of Printers' Ink.

## GIBBONS knows CANADA

Toronto . . . Montreal . . . Winnipeg . . . Vancouver . . . Victoria . . . London, Eng.  
New York Office 2132 Chamber Blvd. Thomas L. Britton Manager for United States

# *Wanted*

## General Manager of Sales

The leading manufacturer of its particular line, doing a national business, has an opening for a general manager of sales.

Above all he must be an analyst, a leader and an organizer. The ability to analyze and direct salesmen is more important than personal selling ability.

The applicant should not be less than 35 years of age, should have had at least three years' experience directing an organization of at least 50 salesmen, should be able to intelligently address a convention or similar gathering, and must not only have his ideas and ideals of the type of salesmen he wants to work under him, but must know where to get them.

For obvious reasons this advertisement is blind. All applications will be held in the strictest confidence. Write fully, giving a complete transcript of your education and detailed record to date. Specify when you will probably be available and salary expected.

Address "W," Box 115  
care of Printers' Ink

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Experienced Advertising man, financially responsible** desires connection as Western Representative for seasoned eastern publication. Commission basis. Has own office in Chicago. Box 390, Chicago Office.

**Advertising Salesman's** life opportunity to obtain partnership in two trade publications with or without investment; must be well acquainted with agencies and newspaper men; give phone, particulars. Box 391, Printers' Ink.

### List of Contractors

Names of 38,000 general and building contractors in U. S. on addressograph plates. Valuable accurate list, checked from many sources, complete with entire equipment, plates, drawers, cabinets, etc. Will sacrifice for quick sale. Box 386, Printers' Ink, Chicago Office.

### MR. MANUFACTURER

A first-class selling organization for St. Louis and surrounding territory is now in a position to handle several additional lines. If you are looking for increased sales and distribution in this territory communicate with us.

**CENTRAL SALES COMPANY**  
1500 Washington Ave.  
St. Louis, Mo.

### HELP WANTED

**EDITOR FOR MONTHLY TRADE PAPER**—Only person of ideas and originality considered. One with ability and experience selling space given preference. Box 371, Printers' Ink.

**Copywriter**—Congenial position with young agency for man about 25, with *mail order experience*, preferably on books, correspondence courses. Please state experience and salary. Box 389, P. I.

**WANTED—EXPERIENCED ADVERTISING SPACE SOLICITOR** for trade journals—Chicago territory. State experience, references and salary wanted. Box 367, Printers' Ink.

**WANTED ADVERTISING MAN**  
Capable of taking entire charge of direct-by-mail and publication advertising for machine tool manufacturer. Box 359, Printers' Ink.

**A GOOD TYPOGRAPHER**  
can buy half-interest in typographic shop (California); moderate investment. Business well-established, opportunity for expansion. Box 358, Printers' Ink.

### SALESMAN—

**PHOTOGRAPHIC PROPOSITION** to able man experienced in selling commercial pictorial display matter. Box 370, P. I.

**Wanted**—Aggressive young man to solicit advertising for old-established trade paper. Contact with chemical and essential oil houses preferred. Attractive proposition for a business-getter. Box 378, P. I.

**Advertising Solicitor** for leading trade journal. Good opportunity for a man of ability. Experienced only. Send photograph, references, full details and state salary desired. Location, New York City. Box 369, Printers' Ink.

**Printing Salesman**—Old-established printing firm desires salesman with established clientele. Such a man can make very favorable connection. Write with full particulars. All communications confidential. Box 373, Printers' Ink.

**Hardware Editor**—Established hardware trade paper covering rich field wants editor. Prefer young man with experience on national or regional hardware trade paper. In reply please give full particulars. Box 392, Printers' Ink.

### OUTDOOR ADVERTISING SALESMAN WANTED

Excellent opportunity for a permanent connection to man who can sell painted display.

**L. H. Trowbridge Sign Co., Inc.**  
86-88 Frelinghuysen Avenue  
Newark, New Jersey

**ARTIST**—A newly established, well-financed agency wants a good, all-around artist. He must be able to make visuals, retouch photos, use the air-brush and do lettering.

What we want is an experienced all-around man. State salary and send some proofs of your work, which will be returned. Box 374, Printers' Ink.

**The Services of a Typographical Layout Man** are required by one of the larger printers of the Manhattan area. He must be thoroughly grounded in the practical mechanics of typography and supporting this a well rounded artistic background in order to obtain effective results. Write stating salary and experience. Blanchard Press, 418 W. 25th St., N. Y. City.

### AN OPPORTUNITY

Young man wanted in advertising department of large Connecticut Manufacturer selling jewelry trade principally. Permanent position. Salary, \$35 or \$40 to start. College graduate preferred. Should have special training or experience in sales promotion or advertising. Layout knowledge desirable. Ability to substitute for salesman or demonstrator in emergency an advantage. Application considered confidential. Give full particulars in first letter, with samples of work and photo if possible. These will be returned. Write Box 364, P. I.

## MISCELLANEOUS

## PROSPECTUSES

*Arthur M. Kennedy*

51 EAST 42ND STREET, NEW YORK

## POSITIONS WANTED

**Advertising Manager**—Mechanical Engineer, 5 years advertising manager and assistant sales manager, 10 years advertising agency experience. Six Thousand Dollars. Box 361, Printers' Ink.

**Editorial, Rewrite and Make-up Man** open for connection with editorial or advertising dept., for general magazine or trade journal. Address, Editor, Room 409, 551 5th Ave., New York.

**Advertising man**, 30, all round; clever sketch artist, writer of selling copy. 3 years' newspaper, 2 years' agency experience. Willing to do anything—better than it was done before. Box 360, P. I.

## ARTIST

Young lady with excellent training wishes connection with advertising agency or art service. Remuneration secondary. Box 388, Printers' Ink.

**ADV. ASSISTANT**—Good copywriter. Direct-mail, sales experience. Resultful sales letters. Fine merchandising ideas. University trained. Intensive, thorough worker. Box 385, Printers' Ink.

**"QUALITY" COPY**—The interesting, productive work of unusual talent plus long training in advertising and news writing. Also fashion and beauty expert. Full- or part-time position. Box 381, P. I.

**Production Manager's Assistant**—Ambitious young man, 4 years' worthwhile experience in purchasing paper, printing, plates, lithography, art. Box 382, Printers' Ink.

**COPY WRITER** with five years' selling experience, planning trade and class magazine ads. Two years college. Merchandising sense. Ready for interview, although employed. Box 363, P. I.

## VISUALIZER

Young woman; agency experience. Box 376, Printers' Ink.

**Copy Writer**—Woman, experienced textiles, apparel, home economics, department store, agency and editorial experience. Box 380, P. I.

**Chicago Representative** will be in New York next week. Now representing two national magazines with A. B. C. membership. Has sufficient time to give real representation to one more publication. Box 372, Printers' Ink.

## LIVE SOLICITOR

Twelve years selling Newspaper and Magazine space. Seven years with publisher, national magazine. Seeking bigger opportunity commensurate with ability and increased responsibility. Box 383, P. I.

## PRODUCTION AND ART EXECUTIVE

Seven years of varied experience in charge of established agency. Well educated—diplomatic customer contact. Thoroughly versed in departmental management. Box 379, P. I.

**MAKE-UP EDITOR**—Young woman with years of experience on 3 leading magazines, handling editing, proofreading, blurbs, captions, wants place on monthly. At present on magazine discontinuing publication November 1st. Address Box 366, P. I.

**Sales Representative**, who has honest, successful record training salesmen and personal selling, desires to represent manufacturer in Kansas City territory on exclusive basis. Any type personal selling or sales executive work. Request for full information appreciated. 1307 Westport, Kansas City, Mo.

## ADVERTISING WOMAN

Experience: Account executive and copy writer, 4A agency; editorial, service work, selling space, magazines; newspaper and publicity work. Exceedingly adaptable writer. College graduate. Wants active job with agency or advertising department. Box 377, Printers' Ink.

MAIL ORDER  
NATIONAL ADVERTISING  
DIRECT MAIL

Very interesting story awaits concern requiring highest type copy and visualizations; responsible creative and many leading accounts; N. Y. man immediately available; go anywhere. Box 362, P. I.

## EDUCATIONAL SPECIALIST

Woman. University graduate. Five years' experience in preparation of literature from health, style and manufacturing angles. Acquaintancehip by correspondence with college and high-school instructors, personnel directors of stores, trade association executives, and magazine editors. Box 375, Printers' Ink.

## COLLECTION MAIL ORDER MAN

Reorganization forces us to part with cracker-jack man. He can write pulling copy, knows layouts, understands every angle of installment collections. Age 25, Christian, full of energy and dependable as a Howard watch. Would like to place him with someone appreciating real talent. Box 365, Printers' Ink.

## EXECUTIVE

Young woman experienced in personnel and office management, campaign, magazine promotion, organizing and public speaking. Traveled extensively; four years' residence in China. Capable of hard work, carrying heavy responsibilities and producing results. Available at once. Box 384, Printers' Ink.

## COLLEGE GRADUATE, 30 married,

wants position in advertising department of manufacturer or agency. Experienced as advertising manager of bank and with daily paper. Copy produced sought and used in cities other than home. Can show records of results. Box 368, Printers' Ink.

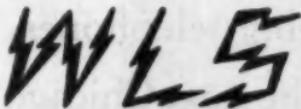
# Table of Contents

Less Time for Secrets and More for Advertising JAMES H. COLLINS.....	3
Stable Prices Make Co-operative Advertising More Effective.....	10
Turning Competitors into Customers A. H. DEUTE.....	17
A Copy Change Boosts Returns for Hamilton Watch CARL W. DREPPARD, Director, Sales Promotion, Hamilton Watch Co.....	25
The Movement to Protect the Buying Public BERNARD A. GRIMES.....	28
Fried Chicken PHILLIP POULET .....	41
The Effect of the Buyers' Market on Sales Policy .....	44
Postmaster General New on Postal Rules Governing Prize Contests.....	49
Estimating in Advance the Success of a New Style CLARENCE F. BROWN, Director of Sales, Du Pont Viscloid Company.....	57
Orders Are the Best Kind of Salesman's Report JAS. H. WARBURTON, Sales Manager, Marietta Chair Company.....	69
A Red Ball on a Field of White KENNETH COLLINS, Advertising Manager, R. H. Macy & Co., Inc.....	77
Making Stere Displays Declare Extra Dividends HARRY CHIRELSTEIN, Vice-President, Sonatron Tube Company.....	101
A Two-Way Plan for Building Trust Business LEOPOLD A. CHAMBLISS, Assistant Secretary-Treasurer, Fidelity Union Trust Co., Newark, N. J.....	104
How "Sampling" Can Make People Read a Catalog G. A. NICHOLS.....	111
I See Every Salesman Whether He Sells Engines or Neckties C. F. WYANT, Sales Manager, Preference Under Apparel and Sportswear..	117
Disputed Items in the Salesman's Expense Account.....	120
Building a New Business to Specifications VICTOR VAN DER LINDE, President, Fineart Foods Incorporated.....	125
Personified Cows Liven Up Newspaper Series for Kew Kandy.....	137
Advertising Successes Built on Small Space NORMAN LEWIS, Vice-President, Chappelow Advertising Co.....	140
In England, Too, an Advertised Business Attracts Investors THOMAS RUSSELL, London (England) Correspondent of PRINTERS' INK....	153
Reaching Men via Their Wives WINTHROP R. HOWARD, President, The Rawiplug Co., Inc.....	156
Northwest Apple Growers Unite in Advertising Campaign.....	165
Selecting the Technique for the Industrial Illustration W. LIVINGSTON LARNED.....	168
Copy Is as Copy Does RUSSELL GRAY .....	178
Stage Set for Direct-Mail Convention.....	183
How Much Advertising Should Each Item Receive?.....	189
Editorials .....	198
High Wages by Proclamation—A Worth-While Diversion for Sales Managers—The Value of Indirect Testimonials—Why Sales Managers Should Travel More.	
The Little Schoolmaster's Classroom.....	204

# Announcement

In keeping with Prairie Farmer's forward-step policy of serving subscribers and advertisers by twentieth century methods it gives me pleasure to announce that beginning October first

## RADIO STATION



Sears, Roebuck and Company

will be owned and operated by

## PRAIRIE FARMER

By combining radio with printed page, Prairie Farmer adds a fourth dimension to its service for agriculture. Direct personal contact with our subscribers through the spoken word will enable us to accentuate still further the reader interest of editorial and advertising content.

Yours Very Truly

*Burridge D. Butler*

President

Chicago, September 24, 1928

Member of: Standard Farm Paper Unit for Illinois and Indiana.  
See advertisement pages 38-39

# What Price Chicago Telephone subscribers?

ACCORDING to a recent survey,\* advertisers in the Chicago Tribune on weekdays reach 82.2% of all Chicago families having telephones.

By adding the next Chicago newspaper, national advertisers can add only 11.8% to the Tribune's coverage of telephone subscribers at an increase in cost of 68%.

By adding the next two Chicago newspapers, they can add only 16.7% to the Tribune's coverage of telephone subscribers at an increase in cost of 136%.

For maximum results at minimum cost in Chicago use the Tribune.

P.S.—Circulation now 825,000 copies a day—and going higher

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

\*Taking an equal number of residential telephone subscribers under twenty letters of the city telephone directory